



SE User Guide



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StoreFront 6.0 User Guide

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About LaGarde

Maker of StoreFront E-Business Solutions

LaGarde is an Internet applications software development firm headquartered in Olathe, Kansas. LaGarde's focus is to provide business applications software for the Internet, and its key product, StoreFront, is a leading e-business platform used in over 70 countries around the world. StoreFront provides organizations of all sizes the power to create e-business systems that leverage the capabilities of the Internet to grow their businesses.

StoreFront e-business solutions are used by small to medium sized business to create highly functional, robust and customized e-commerce enabled web sites. StoreFront software products are tightly integrated with Microsoft FrontPage, Macromedia Dreamweaver and Ultradev, and Intuit QuickBooks. StoreFront Now service solutions are preferred by web service providers and other small business product and service vendors world wide as a means for delivering best of class e-business service to their customer base.

If you have any questions about LaGarde, please feel free to call our Sales and Marketing office at 800-943-5823 (US) or 913-489-0800 (International).



Chapter 1: Introducing StoreFront 6.0



Chapter 1: Introducing StoreFront 6.0

CHAPTER OVERVIEW

The purpose of this chapter is to provide a general overview of StoreFront 6.0 in its entirety. First, for experienced StoreFront users, there's a list of the new features and enhancements in StoreFront 6.0. After this, we'll discuss how StoreFront is put together, what the various parts of the application are and how they interact. Finally, in *How StoreFront Works*, you will find an overview of the three main processes involved in the day-to-day management of a StoreFront web store.

What's New

If you've used a previous version of StoreFront, you may wish to take note of the following new features and enhancements to existing features. You will find complete instructions describing how to use each of these throughout this manual.

NEW FEATURES

.NET Technology: the StoreFront 6.0 application files are written entirely using Microsoft's ASP.NET technology.

Marketplace Manager and Shopping.com Publishing: integration with the Shopping.com shopping portal and Infopia's Marketplace Manager service make it easier than ever to market and publicize your store's inventory.

Search Engine Submission Tools: each web store will contain an interface which can be used to submit the site to major search engines, such as *Google*, *Lycos*, *yahoo!*, and *Altavista*.

Multiple Ship To Addresses: customers can keep an Address Book of different shipping addresses, and the contents of a single order can be divided up and shipped to multiple locations.

Mass Product Import Tools: new tools allow you to import large numbers of product items directly into your store's database from a character-delimited text file or a dBASE file.

CVV/CVC Acceptance: to help fight credit card fraud, stores can now be configured to require customers to submit a CVV/CVC security code before credit card transactions will be authorized.

New Order Management Tools: new tools make it easier for merchants to track an order's shipment and payment status.

Order Tracking: you can now input tracking information for orders after they've been shipped. Customers can then log in to your store to check on the status of their shipments through several major shipping carriers.

Online Chat: integration with LivePerson now makes it possible for you to chat with customers as they browse your store's pages.

ENHANCED FEATURES

Attributes: product Attributes are now weight-sensitive as well as price-sensitive. Textbox attributes can now be created to collect input from customers.

Storewide Discounts: Storewide Discounts can be created and applied to specific groups of products based on Category, Manufacturer, or Vendor rather than all products in the store. A Storewide Discount can now be either a flat fee or a percentage-based discount.

Coupons: Coupons can be restricted to apply to only certain items in a store's inventory. New configuration options also make it possible to configure coupons to be stackable, apply to sale items, or expire after a single use.

Online Payment Processing: new payment processing services have been integrated into StoreFront 6.0. Electronic checks can now be processed online in addition to credit cards.

Mail Functions: additional options have been added to the Promotional Mailer to give you greater control over which customers receive e-mails. All mail can now be sent in either HTML or plain text, and the templates used for the different e-mail types are fully customizable.

Customer Management: enhanced Customer Management tools allow you to easily view and edit the account information for any of your store's customers.

Sales Reporting Tools: new reporting tools allow you to view ordering activity in your stores from different angles and in greater detail.

Affiliate Partners Program: new tools have been included to make it easier to create, manage, and track Affiliate Partners and referred sales.

APPLICATION ARCHITECTURE

StoreFront can be broken down into three basic parts:

- the StoreFront client tools, which plug into FrontPage and Dreamweaver,
- the web application files, which reside in each StoreFront web store, and
- the database, either Access or SQL Server.

The client tools are primarily used for store design, configuration, and the construction and design of Catalog and Product Pages. The web application files are the pages that your customers will actually interact with while they purchase items from your store; and the database is what stores inventory records, configuration settings, order records, and customer information. These three parts are described in more detail in the following sections.

APPLICATION FILES

The StoreFront application files are the ASP.NET pages which reside in each one of your web stores. These are the pages that customers will interact with as they browse your inventory and order product items. They also include the Merchant Tools which you'll use to manage your store. Your store will contain five basic types of application files. You can identify a file's type by looking at its extension.

Note: for a detailed list of all the files in a StoreFront web store and descriptions of the purposes of each, see *Appendix A, page 26245*.

.aspx: these are the pages your customers will interact with; they form the web store's "presentation layer" and control how data is presented to your customers. These pages contain a large amount of HTML code and can be easily customized with FrontPage and Dreamweaver.

.aspx.vb: these are your store's codebehind pages. They contain the business logic that is used by your store's .aspx presentation layer pages. Most of the code in these pages is purely logical and can be customized by users familiar with ASP.NET

.ascx: these are ASP.NET controls. "Controls" are essentially reusable blocks of ASP.NET and HTML code that can be utilized by multiple pages to perform a specific function. For example, if a web developer wanted to display the date and time on each of the pages in a web site, he might write an ASP.NET control to do this. Some WYSIWYG editors are capable of editing controls.

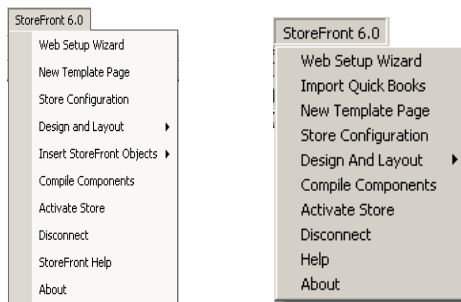
.ascx.vb: these are the codebehind pages for controls. They perform the logical processing required for the control to function. Most of the code in these pages is purely logical and can be customized by users familiar with ASP.NET

.vb: vb files are collections of base classes used by multiple pages in your web store. They contain reusable functions and subprocedures written to perform a variety of tasks. Like the other .vb files, the code contained in these files is purely logical and can only be customized by a user with ASP.NET knowledge.

As a general rule, the files you'll concern yourself with the most as you design and construct your web store will be the .aspx pages. These are the pages that your customers will interact with directly, so they'll be the ones you'll need to work with as you design your store. They contain a large amount of HTML code, so they can be changed fairly easily to achieve a certain look. The other files—.aspx.vb, .ascx.vb, and .vb—shouldn't be modified unless you're familiar with ASP.NET and want to change the way StoreFront operates at a logical level. To learn more about working with StoreFront pages, see *Working with StoreFront Pages*, page 62.

CLIENT TOOLS

The StoreFront client tools are installed on your PC and plug into FrontPage or Dreamweaver. They can be accessed through the StoreFront 6.0 menu in Dreamweaver or FrontPage.

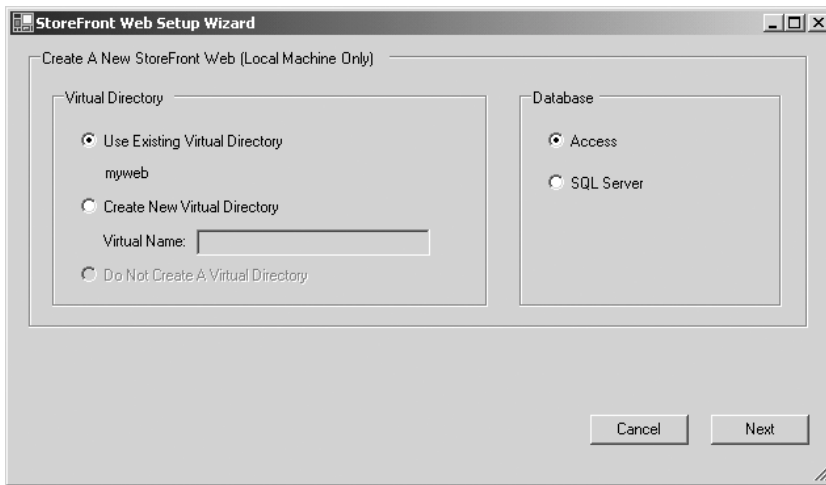


You'll use the client tools the most during the first stages of creating, configuring, and designing a StoreFront web store. Once your store is "live"—that is, open for business—you'll rely on the Merchant Tools to control it.

The most important and most frequently used client tools are described in more detail in the following sections.

WEB SETUP WIZARD

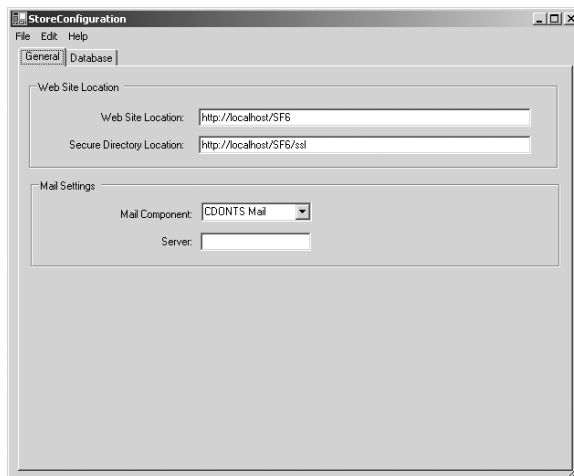
To access the Web Setup Wizard, click the **StoreFront 6.0** menu in Frontpage or Dreamweaver and choose **Web Setup Wizard**.



The Web Setup Wizard is used to create a new StoreFront web store. It also collects some basic configuration information for each new web store. When updates and service packs are released for StoreFront, they will be applied to your stores using the Web Setup Wizard.

STORE CONFIGURATION

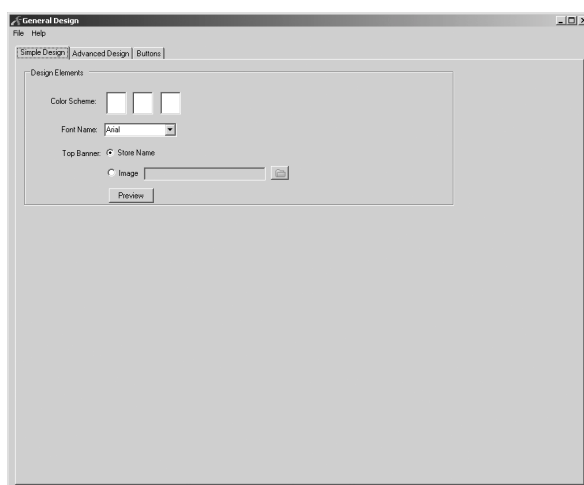
To access the Store Configuration tool, click the **StoreFront 6.0** menu in FrontPage and Dreamweaver and select **Store Configuration**.



The Store Configuration tool is used to enter fundamental configuration settings required by your web store for its most basic functions. This includes the database connection information that the store's pages will use to connect to their database, as well as the mail settings that determine how e-mails will be built and sent by tools like the Promotional Mailer.

GENERAL DESIGN TOOLS

The General Design tools can be accessed by clicking the **StoreFront 6.0** menu in FrontPage or Dreamweaver and selecting **Design and Layout**, then clicking **General Design**.



All of your site's StoreFront pages (for example, the search engine and the pages that form the checkout process) and pages built using the StoreFront Product Page Template (see page 110) are built on the same shared design template. The General Design tools allow you to make changes to this template that will be instantly reflected in these pages. Some of the design elements you can control include text size and styles, page margins, background and banner images, navigation bar position and content, and the size and appearance of buttons. You can create multiple designs for each store and easily switch back and forth between them. If you've worked with Dreamweaver Templates or FrontPage Themes, you'll find that this feature can be used in a similar way to easily apply a design to an entire site.

CATALOG DESIGN TOOLS

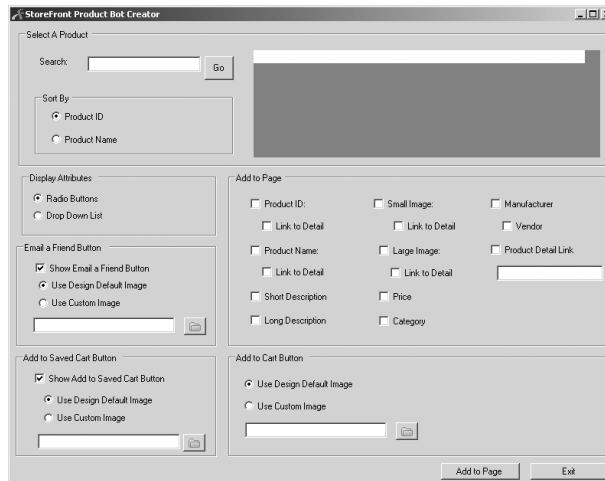
The Catalog Design Tools can be accessed by clicking the **StoreFront 6.0** menu in FrontPage or Dreamweaver and selecting **Design and Layout**, then clicking **Catalog Design**.



The Catalog Design tools allow you to control the layout and appearance of your store's dynamically generated Catalog Pages and Product Pages. You can also use these tools to control other related aspects of Catalog and Product Page Design, such as how Confirmation Messages are displayed after a user adds an item to their cart, the criteria customers will be allowed to use when searching your site's inventory, and to change the labels displayed for commonly used items of product information.

PRODUCT BOT CREATOR

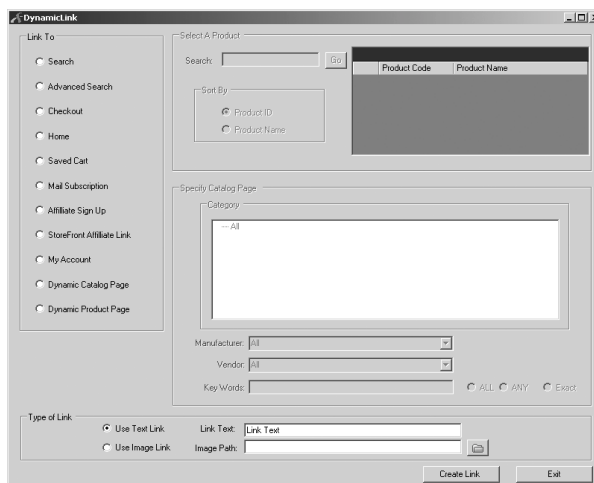
To access the Product Bot Creator, click the **StoreFront 6.0** menu of FrontPage and select **Insert StoreFront Objects**, then click **Product Bot**. In Dreamweaver, the Product Bot Creator can be accessed from the StoreFront category of the Objects panel (in Dreamweaver 4.0) or Insert bar (in Dreamweaver MX).



The Product Bot Creator is used to create Product Bots. Product Bots can be used to transform any web page into a StoreFront Product Page where a customer can purchase one or more items from your web store. The Product Bot Creator can also be used to add information about a product to a page, such as the images associated with the item, or the item's name, price, or description.

STOREFRONT LINK CREATOR

You can access the Link Creator by clicking the **StoreFront 6.0** menu in FrontPage and selecting **Insert StoreFront Objects**, then clicking **Dynamic Link**. In Dreamweaver, the Link Creator can be accessed from the StoreFront category of the Objects panel (in Dreamweaver 4.0) or Insert bar (in Dreamweaver MX).

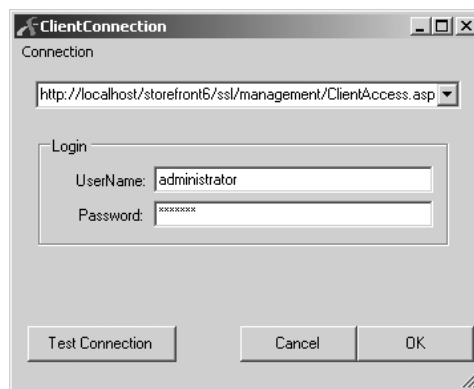


The Link Creator is used to create hyperlinks to frequently used pages in a StoreFront web store, such as links to checkout, links for a customer to view their account information, and links to the search engines. You can also use the Link Creator to create hyperlinks that will dynamically generate Product Pages or Catalog Pages.

CONNECTING THE STOREFRONT CLIENT TOOLS TO A DATABASE

All of your store's configuration settings and other information are stored in its database. In order for the client tools to make changes to a store's configuration settings, they must be able to connect to its database. Each time you want to open one of the client tools, you'll have to give it the information it needs to make this connection. Read the following instructions for more information.

1. A dialog box with the heading "*Client Connection*" will load each time you open one of the StoreFront client tools.



2. In the topmost field of the dialog box, enter the absolute URL of your web store's clientaccess.aspx page. This page is located in the root of your web store's management folder. For example,
<http://www.mystore.com/ssl/management/clientaccess.aspx>
<https://secure.myhost.com/mystore/management/clientaccess.aspx>
3. In the **User Name** and **Password** fields, enter the username and password you use to access your store via FrontPage or FTP.
4. Click **Test Connection**. If the test is successful, click **OK**. If the test fails, verify that
 - The URL to the clientaccess.aspx page is correct and is a complete URL using http:// or https://
 - The user name and password you provided were entered correctly and belong to an NT user account that has permission to access your store's "management" folder.

Note: the client tools will remain connected to a database until you either close FrontPage or Dreamweaver or disconnect them. To disconnect the client tools from a database, click on the **StoreFront 6.0** menu of FrontPage or Dreamweaver and choose **Disconnect**.

DATABASE

A StoreFront web store can be configured to use either an Access or a SQL Server database. The web store's database is where all of its configuration settings, product records, order records, and customer records are stored. Information in the database is manipulated through the client tools and the Merchant Tools. The web store's application files also communicate with the database to store and retrieve customer and product information. To learn more about the structure of the database, look in your StoreFront help files under the index entry "database structure."

How StoreFront Works

These pages are intended to give you a condensed overview of how the three main processes in a StoreFront web store function: what pages and tools are involved, and in what sequence. Understanding how your store's pages work together will make it easier for you to build a well-designed and customer-friendly site.

ADMINISTRATION AND MANAGEMENT

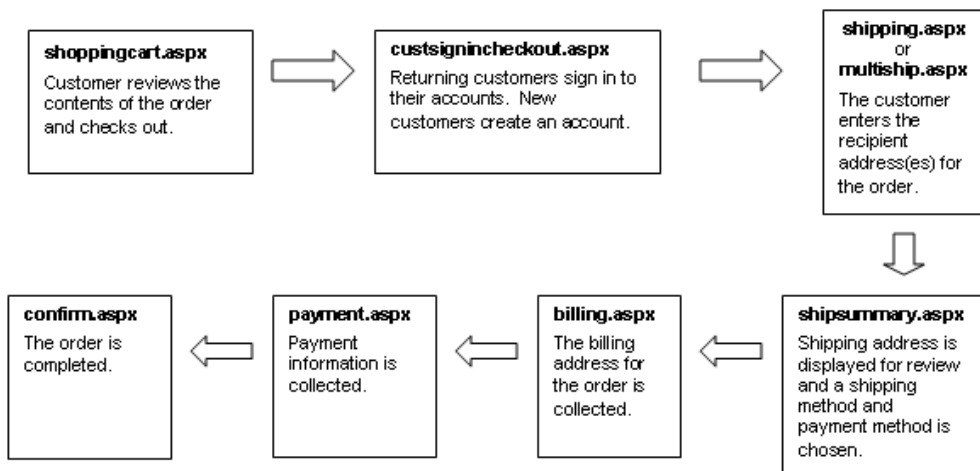
StoreFront web stores are primarily managed through the Merchant Tools. These are a collection of pages in your store's "management" folder that can be used to perform most day-to-day tasks that will be required in the management of a web store, such as retrieving orders using the Sales Report tools. The Merchant Tools are accessed and used through any browser, though some features, such as the HTML E-Mail Design Tools (see page 255) may require a recent version of Internet Explorer (v. 5.0 or greater).

SHOPPING

In a StoreFront web store, customers shop by browsing the store's Product Pages and Catalog Pages and adding items to their carts through Product Bots. A Product Page is any web page that has been integrated with the rest of a StoreFront web store through the addition of one or more Product Bots. In their simplest form, Product Bots are HTML form elements consisting of a text input labeled "Quantity" and an "Add to Cart" button. When a customer wants to add an item to their cart, they will enter the quantity of the item they wish to purchase in the Quantity field of that item's Product Bot, then click the Bot's Add to Cart button. Product Bots are constructed using one of the StoreFront client tools, the Product Bot Creator. Product Pages and Catalog Pages can also be dynamically generated using special hyperlinks built from the StoreFront Link Creator.

When a customer is finished browsing through your store's inventory and adding items to their cart, they should be directed to the `shoppingcart.aspx` page. At `shoppingcart.aspx`, the customer will be shown a summary of their order thus far and given the opportunity to modify its contents. Any coupons can also be used at this point. When the customer is satisfied with the order's contents, they can then click the Checkout button at the bottom of the page to begin the checkout process.

CHECKING OUT



After clicking the Checkout button at the bottom of `shoppingcart.aspx` page, customers will be sent to your store's `custsignincheckout.aspx` page in the secure location.

At `custsignincheckout.aspx`, returning customers will be asked to login by submitting the username and password established during previous orders. New customers will create an account by providing an e-mail address and choosing a username and password.

After signing in or creating a new account, the customer will be sent to the `shipping.aspx` page, where the address the order is to be shipped to will be collected.

Following `shipping.aspx`, the customer will be sent to `shipsummary.aspx`. This page will display the shipping information collected in the previous step for verification. If changes need to be made to the shipping information, the customer can choose to back up and make them. Otherwise, they will choose how the order will be paid for and will continue to the next step.

The next step in the checkout process is `billing.aspx`. This page will collect the billing address for the order.

After `billing.aspx`, the customer will be directed to `payment.aspx`. Depending on the payment method selected at `shipsummary.aspx`, this page will load the appropriate payment form to collect the information needed to bill the customer.

After all the necessary payment information has been collected, the customer will be sent to the `confirm.aspx` page, where a confirmation message will be displayed as verification that the order was received and will be processed. Confirmation e-mails will be sent to both the customer and the merchant.

LICENSING

The full **StoreFront End User License Agreement** is displayed during the installation process for the software, and acceptance of it is required before the installation process will be completed. However, we've also decided to include a condensed version of it here. This section will be of special interest to StoreFront users who worked with StoreFront 5.0 and other previous versions.

Note: this is not intended to be a legal document; merely a description of one.

CLIENT TOOL LICENSING

Licensees are permitted to install the StoreFront desktop application, which plugs into FrontPage or Dreamweaver, on up to five machines in a single business entity.

PER STORE LICENSING

StoreFront is licensed on a per-store basis. One license entitles you, the user, to operate a web store in a production environment. You can operate an unlimited number of web stores locally for development and testing purposes but, as soon as a store goes live with the intent of taking orders online, you must purchase a license for that store and register the store with LaGarde. Registration instructions can be found on page 273.

REGISTRATION REQUIREMENTS

Any live StoreFront web store must be registered with LaGarde in order for it to operate. LaGarde archives each store's registration information. Each time the web server hosting a store is restarted, the store's registration information will be checked against a central database. If the store has not been registered, it will not function.

PURCHASING LICENSES

Additional StoreFront web store licenses can be purchased at www.storefront.net by the original licensee only.

Chapter 2: Creating a StoreFront 6.0 Web Store



Chapter 2: Creating a StoreFront 6.0 Web Store

CHAPTER OVERVIEW

In this chapter, we'll cover the tasks involved in creating a StoreFront 6.0 web store. We'll discuss the difference between developing a store locally, on your desktop PC, or live, on a remote server, and the advantages and disadvantages of each development scenario. You can also find information about the different database types that can be used—Access and SQL Server—and the benefits of each. We'll also provide step-by-step instructions describing how to create a new local or remote StoreFront web store.

Note: to find instructions describing how to upgrade a web store from a previous version of StoreFront to StoreFront 6.0, look in the StoreFront 6.0 help files under the index keyword “upgrading.”

Choosing a Database Type

The first step in building a StoreFront web store is to choose which database type you'd like to use. There are two choices: SQL Server or Access.

SQL SERVER

SQL Server is an enterprise-level database application that can support unlimited simultaneous connections, unlimited products, and unlimited customer records. An SQL Server database may also perform and respond significantly faster than an Access database.

Unlike an Access database, an SQL Server database can't be used on most local desktop machines—you have to have a copy of SQL Server installed. SQL Server isn't typical desktop software: it can seem complicated to work with for an inexperienced user, and its applications in a desktop environment are limited. If you want to develop a web store using a SQL Server database, the best course of action will be to develop your site live on a remote server where you can rely on your host to provide SQL Server support. You can also create a web store locally using Access, then switch over to SQL Server when you're ready. The conversion process from Access to SQL Server is quite simple in StoreFront 6.0. Look in your StoreFront help files under the index entry “converting an Access store to SQL Server” for more information.

If you do have SQL Server installed locally, or if you have a network accessible SQL Server, then local development of a StoreFront web store with SQL Server is a possibility.

ACCESS

Access is a popular choice because it is easy to work with, easy to support, and easy to modify. A Windows 2000 or 2003 host can support a connection to an Access database, and you can develop and test a store using an Access database on a local Windows 2000/XP Pro machine running IIS. An Access database can support an unlimited number of products and customer records.

Access has some limitations. First, an Access database generally has difficulties supporting more than 15 simultaneous database transactions. There may be any number of customers browsing your site without overloading the database, but if more than 15 perform actions that require a connection to the database (adding a product to their carts, checking out, performing a product search) it will overload the database and have a detrimental effect upon the performance of your site. This database is usually sufficient for a small to medium-sized store.

After you've chosen the database type you'd like to use for your store, you'll need to choose a development environment.

Choosing a Development Environment

The location where you build and test a StoreFront web store is referred to as the “development environment.” There are basically two development environments: local or live.

LOCAL

In a local development scenario, the server where your web store is hosted during initial construction and testing is your local, desktop PC. This is made possible by installing IIS and the .NET Framework on the machine, allowing it to emulate a real web server.

Some web designers like to develop web stores locally because, in a local development scenario, external factors like internet connectivity or the stability of a remote host will not interfere with the development process.

There are multiple disadvantages to developing a store locally. First, a StoreFront web store can only be developed and tested locally to a limited extent. This is because most desktop development machines running IIS can only emulate, not duplicate, a true commercial server. For this reason, web applications like StoreFront may require resources that the local environment can not provide. Also, by hosting your own store even temporarily, you are assuming the responsibilities of a server administrator in addition to those of a web designer: you must construct and design the site as well as configure and maintain the server that hosts it.

LIVE

In a live development scenario, you develop and test your store on the same web server that will host the store when it opens for business.

Many web developers prefer this method of developing and testing a StoreFront web store for a variety of reasons. First, you will be testing against the real thing—a live production server—without concerns for any of the limitations that may be encountered when developing locally. Furthermore, the configuration and maintenance of the server is the responsibility of the host, allowing you to focus your time fully on the design and development of the store.

Installing IIS and the .NET Framework

If you're planning to develop your store locally, you'll need to install IIS and the .NET Framework (if you're planning to develop remotely, skip to page 27 and read *Choosing a Host*). The .NET Framework can be downloaded from <http://msdn.microsoft.com/netframework/downloads/howtoget.asp> To find out where you can get the Personal Web Server, see below:

Windows 95: Windows 95 does not support local development using ASP.NET. Because StoreFront 6.0 uses ASP.NET, this means that Windows 95 users should develop their web stores live on a remote host.

Windows 98: Windows 98 does not support local development using ASP.NET. Because StoreFront 6.0 uses ASP.NET, this means that Windows 98 users should develop their web stores live on a remote host.

NT 4.0: Windows NT does not support local development using ASP.NET. Because StoreFront 6.0 uses ASP.NET, this means that Windows NT users should develop their web stores live on a remote host.

Windows 2000: users of Windows 2000 can install IIS 5.0. Simply insert your Windows 2000 CD in your CD-ROM drive and select Install Addon Components. Select Internet Information Services and click Next to start the installation.

Windows ME: Windows ME does not support local development using ASP.NET. Because StoreFront 6.0 uses ASP.NET, this means that Windows ME users should develop their web stores live on a remote host.

Windows XP Pro: users of Windows XP Professional can install IIS 5.1. IIS 5.1 can be installed from the Windows XP Professional CD-ROM.

Windows XP Home Edition: Windows XP Home does not support local development using ASP.NET. Because StoreFront 6.0 uses ASP.NET, this means that Windows XP Home users should develop their web stores live on a remote host.

Choosing a Host

If you're planning to develop your store live, you'll need to choose a host. A good, reliable host is vital to the success of your store. We recommend hosting with one of the certified StoreFront hosting partners listed at <http://www.storefront.net/> If you're already with a host and you'd rather not switch to a new one, make sure that they meet the requirements listed below:

Windows 2000 Server or Windows 2003 Server

Internet Information Server (IIS) 5.0 or Later

.NET Framework

32/bit ODBC Support

Internet Explorer Version 5.1 or Later

Compatible E-mail Component (CDONTS, CDOSYS, ASPEmail, ASPMail, ASPQMail, Jmail, Simplemail, ABMail, or the Default .NET Mail class)

SMTP Service

SSL Security

SQL Server 6.5 or later is required for SQL Server database support

If you plan to process credit card transactions or e-check transactions using an online payment processing service, make sure your host will be willing to install the software necessary—if any—to support the service you plan to use. You can find more information about the payment processing services integrated with StoreFront on page 153.

If you plan to use the Carrier Based Rates method of shipping calculation, make sure the host will be willing to install the components required by the various shipping providers for Carrier Based Rates to function correctly. You can find more information about Carrier Based Rates on page 136. You can also find detailed server configuration requirements in Appendix C.

Creating a New StoreFront Web

Now that you've chosen a database type and a development environment, you can create your store. The following instructions describe how to create a new, local StoreFront web store using an Access database. For instructions describing how to create a local web store using an SQL Server database, see page 30. If you want to construct a remote StoreFront web, skip ahead to page 33.

Note: you can see a step-by-step demonstration of this process at <http://support.storefront.net/tutorials/>

LOCAL WEB WITH AN ACCESS DATABASE

1. Open FrontPage or Dreamweaver.

FrontPage Users: Click **File** and select **New>>Page** or **Web**.

Select **Empty Web**.

Make sure the location of the web is somewhere on <http://localhost/>. For example, <http://localhost/sf6web/>. This will be the URL you'll use to access your local web store.

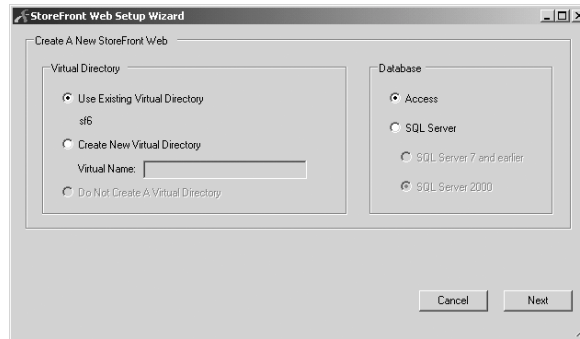
Click **OK**.

Dreamweaver Users: Click **Site** and select **New>>Site**.

Make sure the root folder for the site is located somewhere in the Inetpub\wwwroot\ folder of your hard drive.

Click **OK**.

2. Click the **StoreFront 6.0** menu and select **Web Setup Wizard**.

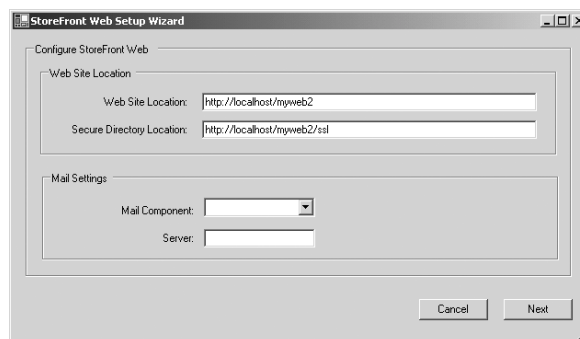


3. Select **Access**.

FrontPage Users: Choose **Use Existing Virtual Directory**.

Dreamweaver Users: Choose **Create a New Virtual Directory**. In the **Virtual Directory Name** field, enter a brief, one-word descriptive name such as "sf6web." This, in conjunction with http://localhost, will be the URL at which you access your local web store.

4. Click **Next**.



5. In the **Web Site Location** field, enter the complete URL to the web or subweb that will contain your StoreFront web store. For example,
`http://localhost/`

`http://localhost/sf6web/`

Do not specify a page name at the end of the URL and do not forget to prefix the URL with `http://`

6. In the **Secure Directory Location** field, enter the complete URL to the store's "ssl" folder. The ssl folder will be created one level below the root, so the URL will be something like:

`http://localhost/ssl/`

`http://localhost/sf6web/ssl/`

Do not specify a page name at the end of the URL and do not forget to prefix the URL with `http://`.

7. Choose **CDOSYS** from the **Mail Component** menu and set the **Server** field to `localhost` or `127.0.0.1`.
8. Click **Import Web**.
9. In order for the new web store to function correctly, you must configure your permissions settings by giving the ASPNET user Modify permissions on the site. For step-by-step instructions, refer to the permissions tutorial at <http://support.storefront.net/tutorials/>

LOCAL WEB WITH A SQL SERVER DATABASE

1. Create a new empty database on your SQL Server.
2. Open FrontPage or Dreamweaver.

FrontPage Users: Click **File** and select **New>>Page or Web**.

Select **Empty Web**.

Make sure the location of the web is somewhere on `http://localhost/`. For example, `http://localhost/sf6web/`
This will be the URL you'll use to access your local web store.

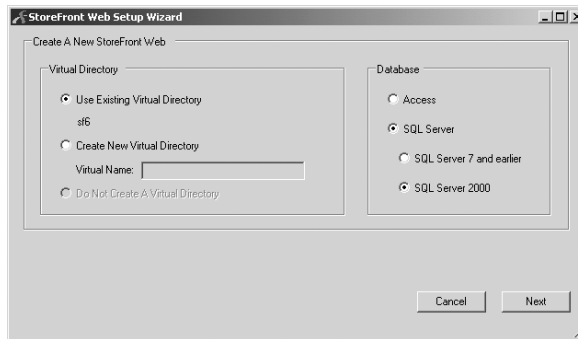
Click **OK**.

Dreamweaver Users: Click **Site** and select **New>>Site**.

Make sure the root folder for the site is located somewhere in the `Inetpub\wwwroot\` folder of your hard drive.

Click **OK**.

- Click the **StoreFront 6.0** menu and select **Web Setup Wizard**.

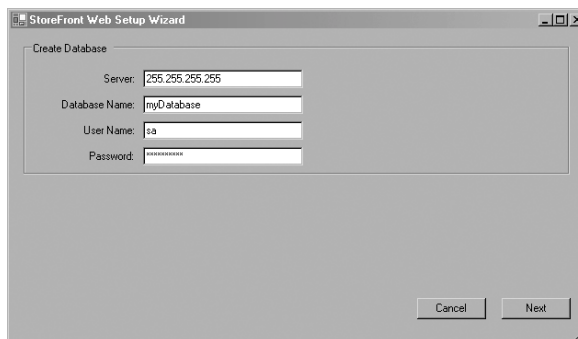


- Choose SQL Server. Also choose the version of your SQL server.

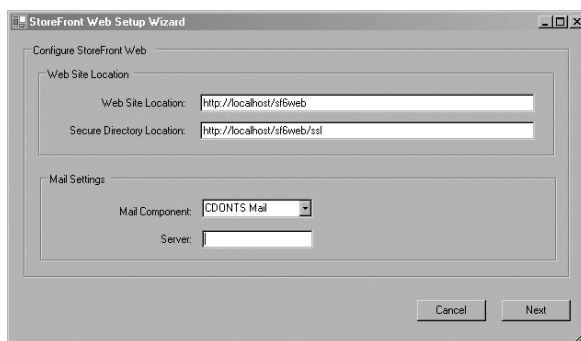
FrontPage Users: Choose **Use Existing Virtual Directory**.

Dreamweaver Users: Choose **Create a New Virtual Directory**. In the **Virtual Directory Name** field, enter a brief, one-word descriptive name such as "sf6web." This, in conjunction with `http://localhost`, will be the URL at which you access your local web store.

- Click **Next**.



- Enter the IP or name of your SQL Server in the **Server** field.
- Enter the name of the database from Step 1 in the **Database Name** field.
- Enter the "sa" login information for your SQL Server in the **User Name** and **Password** fields.
- Click **Next**.



10. In the **Web Site Location** field, enter the complete URL to the web or subweb that will contain your StoreFront web store. For example,
`http://localhost/`
`http://localhost/sf6web/`
 Do not specify a page name at the end of the URL and do not forget to prefix the URL with `http://`
11. In the **Secure Directory Location** field, enter the complete URL to the store's "ssl" folder. This folder will be created one level below the site's root folder, so the URL will resemble:
`http://localhost/ssl/`
`http://localhost/sf6web/ssl/`
 Do not specify a page name at the end of the URL and do not forget to prefix the URL with `http://`
12. Choose **CDOSYS** from the **Mail Component** menu and set the **Server** field to `localhost` or `127.0.0.1`.
13. Click **Import Web**.
14. In order for the new web store to function correctly, you must configure your permissions settings by giving the ASPNET user Modify permissions on the site. For step-by-step instructions, refer to the permissions tutorial at <http://support.storefront.net/tutorials/>

Remote Web

The instructions below describe how to add StoreFront for an Access database to a remotely hosted web site. For instructions describing how to create a remote web store using a SQL Server database, see page 35.

Note: before beginning, ask your host to make sure that the ASPNET user or IIS_WPG group has been given Modify permission on the entire site. For more information about permissions settings and server configuration requirements, see Appendix C.

REMOTE WEB WITH AN ACCESS DATABASE

1. Open your web in FrontPage or Dreamweaver.

FrontPage Users: Click **File** and select **Open Web**.

Enter the URL of the remote web in the **Web Name** field.

Click **OK**

Dreamweaver Users: Click **Site** and select **New>>Site**.

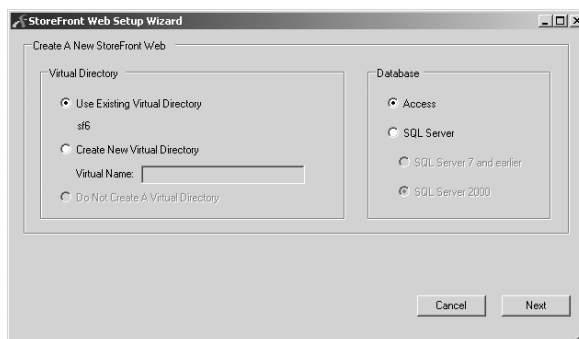
The root folder of the site can be located anywhere on your hard drive.

Select **Remote Info** and set Access to **FTP**.

Configure the FTP access settings to allow you to access the remote site via FTP. If you need help, contact your host for assistance.

Click **OK**.

2. Click the **StoreFront 6.0** menu and select **Web Setup Wizard**.

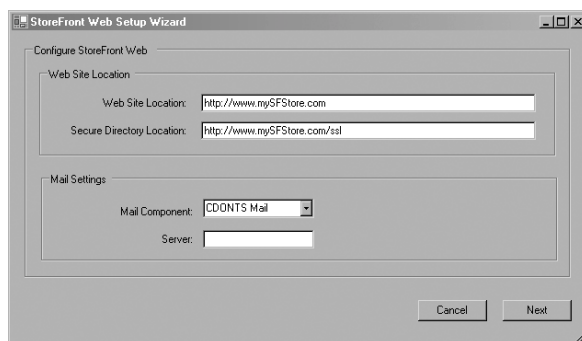


3. Choose **Access**.

FrontPage Users: Choose **Use Existing Virtual Directory**.

Dreamweaver Users: Choose **Do Not Create a Virtual Directory**.

4. Click **Next**.



5. In the **Web Site Location** field, enter the complete URL to the web or subweb that will contain your StoreFront web store. For example,

`http://www.mySFStore.com`

`http://www.myWebSite.com/mySFstore/`

Do not specify a page name at the end of the URL and do not forget to prefix the URL with `http://`

6. In the **Secure Directory Location** field, enter the complete URL to the store's "ssl" folder. The ssl folder will be created one level below the root folder, so the URL will be something like:

`http://www.mySFStore.com/ssl/`

`http://www.myWebSite.com/mySFstore/ssl/`

Do not specify a page name at the end of the URL and do not forget to prefix the URL with `http://`

7. One of the server requirements for a StoreFront web store is that the server must have a compatible mail component installed. Your host must have one of the following components installed: CDONTS, CDOSYS, ASP Email, ASPMail, Jmail, SimpleMail, ASPQMail, or ABMail. Select the installed component from the **Mail Component** menu.

8. Enter the URL of your site's SMTP server in the **Server** field.
9. Click **Import Web**.
10. Register your store with LaGarde according to the instructions on page 273.

REMOTE WEB WITH A SQL SERVER DATABASE

1. Have your host create a new, empty database on one of their SQL Servers for you to use. Your SQL Server user account should be given ownership of the database.
2. Open your web in FrontPage or Dreamweaver.

FrontPage Users: Click **File** and select **Open Web**.

Enter the URL of the remote web in the **Web Name** field.

Click **OK**

Dreamweaver Users: Click **Site** and select **New>>Site**.

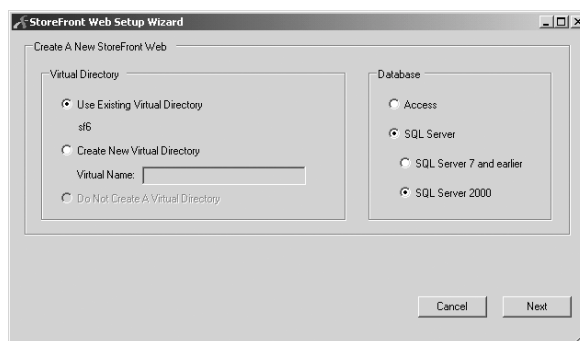
The local root folder for the site can be located anywhere on your hard drive.

Select **Remote Info** and set Access to **FTP**.

Configure the FTP access settings to allow you to access the remote site via FTP. If you need help, contact your host for assistance.

Click **OK**.

3. Click the **StoreFront 6.0** menu and select **Web Setup Wizard**.



4. Choose **SQL Server**. Also choose the version of your host's SQL Server. If you don't know this information, ask your host.

FrontPage Users: Choose **Use Existing Virtual Directory**.

Dreamweaver Users: Choose **Do Not Create a Virtual Directory**.

5. Click **Next**.

The screenshot shows the 'Create Database' step of the 'StoreFront Web Setup Wizard'. It contains four input fields: 'Server' with the value '255.255.255.255', 'Database Name' with 'myDatabase', 'User Name' with 'sa', and 'Password' which is masked with asterisks. At the bottom right, there are 'Cancel' and 'Next' buttons.

6. Enter the IP or name of the host's SQL Server in the **Server** field.
7. Enter the name of the database from Step 1 in the **Database Name** field.
8. Enter your SQL Server login information in the **User Name** and **Password** fields.
9. Click **Next**.

The screenshot shows the 'Configure StoreFront Web' step of the 'StoreFront Web Setup Wizard'. It has two sections: 'Web Site Location' with 'Web Site Location' (http://www.mySFStore.com) and 'Secure Directory Location' (http://www.mySFStore.com/ssl); and 'Mail Settings' with 'Mail Component' (CDONTS Mail) and 'Server' (empty). 'Cancel' and 'Next' buttons are at the bottom right.

10. In the **Web Site Location** field, enter the complete URL to the web or subweb that will contain your StoreFront web store. For example,

http://www.mySFStore.com

http://www.myWebSite.com/mySFstore/

Do not specify a page name at the end of the URL and do not forget to prefix the URL with http://

11. In the **Secure Directory Location** field, enter the complete URL to the store's "ssl" folder. The ssl folder will be created one level below the root, so the URL will be something like:

`http://www.mySFStore.com/ssl/`

`http://www.myWebSite.com/mySFstore/ssl/`

Do not specify a page name at the end of the URL and do not forget to prefix the URL with `http://`

12. One of the server requirements for a StoreFront web store is that the server must have a compatible mail component installed. Your host must have one of the following components installed: CDONTS, CDO SYS, ASPEmail, ASPMail, Jmail, Simplemail, ASPQMail, or ABMail. Select the installed component from the **Mail Component** menu.
13. Click **Import Web**.
14. Register your store with LaGarde according to the instructions on page 273. Also verify that the host has correctly configured the permissions for the web store; see Appendix C for more information.

Chapter 3: Designing Your Store



Chapter 3: Designing Your Store

CHAPTER OVERVIEW

This chapter discusses the General Design tools and how they control the appearance of the design template used by your store's pages. You'll learn how to create new design templates and how to select a design template for your store. We'll also cover the use of a variety of design-related options that can be configured through the General Design tools.

StoreFront Design

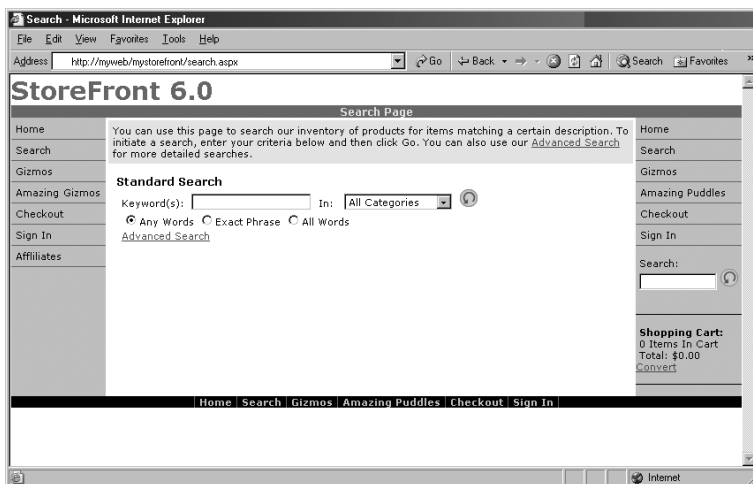
Many of your web store's pages, such as the search engine (search.aspx) and the pages which compose the checkout process, are dynamic, with an appearance and output that changes based on different conditions. You can easily control the appearance of these pages and the information they display by using StoreFront's built-in design tools. Many of these pages and the ASP.NET controls used by StoreFront can also be modified in FrontPage or Dreamweaver. For more information, see *Working with StoreFront Pages*, page 62.

StoreFront has two main sets of design tools. The first, called "General Design," are used to make changes to your store's design that will be reflected on all the store's StoreFront pages (see the application files list on page 245 for specific page names) and on pages that you've created using the StoreFront Product Page Template. The second set, called "Catalog Design," allows you to make changes to the design of your store's dynamically generated Product Pages, Catalog Pages, and the pages output by your store's search engines. We'll only cover the first set in this chapter; to learn more about the Catalog Design tools, skip ahead to page 114.

Working with the StoreFront Design Templates

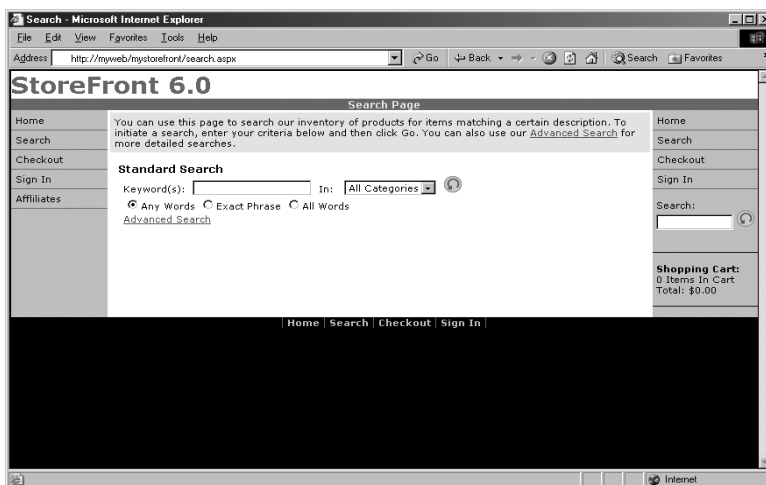
All of your store's StoreFront pages and pages created using the StoreFront Product Page Template share the same basic design template. You can use the General Design tools to make changes to this template that will then be reflected on all your store's pages. You can even switch back and forth between different design templates, instantly changing the appearance of your entire site.

We can perform a simple experiment to illustrate how this works. First, open a browser and use it to view your store's search.aspx page. If you're still using the default design template, you should see something similar to the following:



Now, open FrontPage or Dreamweaver and open the web site containing your store. Click the **StoreFront 6.0** menu and **choose Design and Layout>>General Design**. Open the **Advanced Design** menu and click **General**.

Under General, set the **Background Color** to #000000. Now, click **File** and select **Save**, then click **File** once more, and this time choose **Set As Active Design**. If you're using Dreamweaver and working in a remote web, also make sure that you upload your styles.css from the local root folder to the remote web site's root and "ssl" folders. Return to the browser window that's open to search.aspx and click the **Refresh** button.



Note how the background color for the page has changed to black. As you can see, changing the store's design template can instantly change the appearance of its pages on a site-wide level.

Creating a New Design Template

There are two ways to create a new design template. The first uses the Simple Design tools to put together a simple, tri-color design template which can be completed in just a few minutes. The second uses the Advanced Design tools and allows you to exert full control over all the different portions of the design template. This method is typically more time-consuming.

Note: all of your site's design parameters are written to a cascading style sheet called `styles.css` and an XML file which is loaded into the memory of your store's server. If you like, you can forgo the use of some of the General Design tools and edit the stylesheet directly. For more information about the different selectors in the stylesheet and where they are used on your site's pages, see *Appendix D: StoreFront Styles.Css Style Definitions*, page 267.

CREATING A NEW DESIGN TEMPLATE USING THE SIMPLE DESIGN TOOLS

1. Open your web store in FrontPage or Dreamweaver.
FrontPage Users: Click **File** and select **Open Web**.
Enter the URL to your web in the **Folder Name** field.
Click **OK**.
Dreamweaver Users: Click **Site** and select **Open Site**.
Select the site containing your store.
2. Click the **StoreFront 6.0** menu and choose **Layout and Design>>General Design**.
3. Provide the information required to connect to the store's database. For more information, see *Connecting the StoreFront Client Tools to a Database*, page 17.



4. Using the three **Color Scheme** fields, choose the colors you wish to include in the new design template.
5. Use the **Font Name** menu to choose the font which will be used to display text on your store's pages.
6. Each of your store's pages will have a banner area across the top. In this banner area, you can display either your store's name or a banner image.

To display your Store Name: choose **Store Name**.

To display a Banner Image: choose **Image** and enter the relative path to the banner image in the field to the right. If you don't know the path, click the folder icon to browse for the file.

7. Click **Preview** to see an example of what your store will look like with the currently configured design parameters. If you like what you see, proceed to the next step. Otherwise, make any necessary changes and click **Preview** once again. Repeat this step until you are satisfied with the results of the Preview window. Note that the Preview window will not show images; only text and colors.
8. Click **File** and select **Save**, then select **Set as Active Design**.
9. Click **File** and select **Save** once more. If you are using Dreamweaver and working in a remote web, you must also upload the styles.css file from the root folder of the local site to the root and "ssl" folders of the remote site.

CREATING A NEW DESIGN TEMPLATE USING THE ADVANCED DESIGN TOOLS

1. Open your web store in FrontPage or Dreamweaver.

FrontPage Users: Click **File** and select **Open Web**.

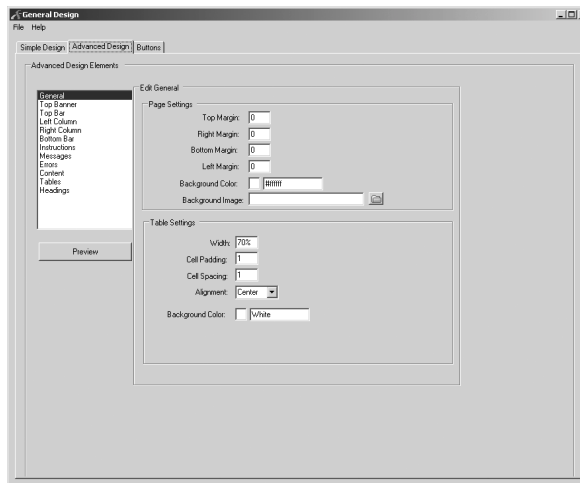
Enter the URL to your web in the **Folder Name** field.

Click **OK**.

Dreamweaver Users: Click **Site** and select **Open Site**.

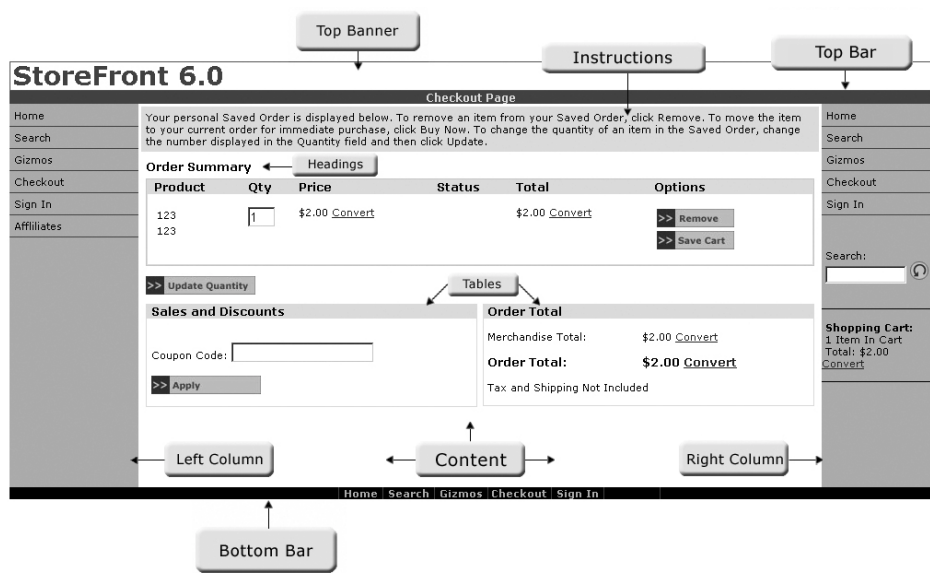
Select the site containing your store.

2. Click the **StoreFront 6.0** menu and select **Design and Layout>>General Design**.
3. Provide the information required to connect to the store's database. For more information, see *Connecting the StoreFront Client Tools to a Database*, page 17.
4. Click the **File** menu and select **New Design**.
5. Click the **Advanced Design** tab.



6. Under **Advanced Design Elements**, choose the design submenu you'd like to configure. For more information about each of the submenus and the purposes of the options they contain, refer to page 46.
7. You can define a custom button set for each design template. To learn more, see *Selecting Button Images*, page 56. To use the default button set, continue to the next step (you can also edit a design template at any time following its creation to change its button set).
8. Click **Preview** to see an example page formatted using the new design template. Note that the Preview window will not show images; only text and colors.
9. If the design meets your requirements, it can be considered complete. If the results you see under the Preview window aren't satisfactory, make any changes you like, then repeat the previous step to gauge the effects. Continue until you're happy with the new design template.
10. Click **File** and select **Save**.
11. To apply the site to your design now, click **File** and select **Set as Active Design**, then click **File** and select **Save** once more. If you are using Dreamweaver and working in a remote web, you must also upload the styles.css file from the root folder of the local site to the root and "ssl" folders of the remote site.

Design Template Elements Defined



The following sections discuss each of the 12 submenus that can be used to control the appearance of different sections of the store's design template. Each section describes the purpose of the options available under a submenu and where the page area affected by the submenu is located.

BOTTOM BAR

Bottom Bar controls the appearance of the bar that runs along the bottom of the store's design template. The design parameters that can be configured for the Bottom Bar are listed and described below.

General

Display Bottom Bar: this option determines whether the Bottom Bar will be displayed on your store's pages. If the option is checked, the Bottom Bar will be displayed; if the option is unchecked, the Bottom Bar will not be displayed.

Background Color: the value entered in this field will be the background color for the Bottom Bar. You can enter either a color name in this field (red, blue, etc) or an RGB color code (#FFFFFF, #000000, etc). To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for the Bottom Bar, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for the Bottom Bar area. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: this option controls the horizontal alignment of the content that appears in the Bottom Bar.

Vertical Alignment: this option controls the vertical alignment of the Bottom Bar content.

Width: this option controls the width of the Bottom Bar. Width can be entered in either pixels or as a percentage.

Content

Navigational Links: you can control which hyperlinks, if any, are displayed in the Bottom Bar. Select which hyperlinks you would like to display by selecting the checkbox to the right of each hyperlink option.

Font Settings

Font, Size, Color, and Style: use these options to control the font, size, color, and style of text that appears in the Bottom Bar.

CONTENT

Content controls the appearance of the main content area in your store's pages. The design parameters that can be configured for Content are listed and described below.

General

Background Color: the value entered in this field will be the background color for the Content area. You can enter either a color name in this field (red, blue, etc) or an RGB color code (#FFFFFF, #000000, etc). To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for the Content area, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for the Content area. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: this option controls the horizontal alignment of the content that appears in the Content area.

Font Settings

Font, Size, Color, and Style: use these options to control the font, size, color, and style of text that appears in the Content area.

TABLES

Tables controls the appearance of the tables that contain and frame the design template's main content area. The appearance of the actual content is controlled by the options under Content and the other design submenus, but Tables allows you to control the font, size, style, and color of text that is displayed in the header areas which appear above each content area.

General

Background Color: the value entered in this field will be the background color for the area affected by Tables. You can enter either a color name in this field (red, blue, etc) or an RGB color code (#FFFFFF, #000000, etc). To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for the Tables area, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for the area affected by Tables. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: this option controls the horizontal alignment of the text that appears in the Tables area.

Font Settings

Font, Size, Color, and Style: use these options to control the font, size, color, and style of text that appears in the Tables area.

ERRORS

If a customer makes a mistake while filling out a form or attempts to perform a task that isn't allowed, such as ordering an out-of-stock item, your store will display an error message to inform them of the problem and to let them know how it can be rectified. The Errors menu allows you to control the appearance of these error messages. The design parameters that can be configured for Errors are listed and described below.

General

Background Color: the value entered in this field will be the background color over which error messages will be displayed. You can enter either a color name in this field (red, blue, etc) or an RGB color code (#FFFFFF, #000000, etc). To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for Errors, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for Errors. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: this option controls the horizontal alignment of error messages.

Font Settings

Font, Size, Color, and Style: use these options to control the font, size, color, and style of the text in error messages.

GENERAL

General controls some basic design settings which affect the entire page rather than a single portion of it, such as page margins.

Note: the Table Settings section of General allows you to control the properties of what can be referred to as your pages' "main content table"—the outermost table structure which encloses all other elements on the page.

Page Settings

Top Margin, Right Margin, Bottom Margin, and Left Margin: these settings control the amount of space allotted for each page's top, bottom, left, and right margins. Page margins can be entered as either pixels or percentages of the total page width or height.

Background Color: you can specify a background color for the General area in the form of either a color name (red, blue, etc) or an RGB color code (FFFFFF, 000000, etc) . To pick from a color palette, click the blank field to the left. This background color will be displayed in the areas of pages that are not formatted by any other element. If you choose to use a Background Image (see below) the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for Errors. If you'd like to use a background image, enter the relative path to the image in this field.

Table Settings

Width: this setting will control the width of the main content table. You can specify the width in either pixels or as a percentage of the total page width.

Cell Padding: the value entered here will control the cell padding for your pages' main content table.

Cell Spacing: the value entered here will control the cell spacing for your page's main content table.

Alignment: the value entered here will control the alignment of the main content table.

HEADINGS

On many of your pages, Headings text is used to display a title denoting the general purpose of the page itself or of a specific portion of the page. The options available under the Headings interface are described in more detail below.

General

Background Color: the value entered in this field will be the background color over which Headings will be displayed. You can enter either a color name or an RGB color code in this field. To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for Headings, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for Headings. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: this option controls the horizontal alignment of Headings.

Font Settings

Font, Size, Color, and Style: use these options to control the font, size, color, and style of the text in Headings.

INSTRUCTIONS

For the benefit of your customers, many of your store's pages will include instructions describing the purpose of the page and how to use it. The format and appearance of these instructions can be controlled using the Instructions submenu of the Advanced Design tools. The design parameters that can be configured for Instructions are listed and described below.

General

Background Color: the value entered in this field will be the background color over which Instructions will be displayed. You can enter either a color name in this field (red, blue, etc) or an RGB color code (#FFFFFF, #000000, etc). To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for Instructions, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for Instructions. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: this option controls the horizontal alignment of the text in Instructions.

Font Settings

Font, Size, Color, and Style: use these options to control the font, size, color, and style of the text in Instructions.

LEFT COLUMN

You can display an optional navigation bar to the left of the main content area of your pages. The appearance of the left navigation menu can be controlled using the Left Column submenu under the Advanced Design tools. The options which can be configured for Left Column are described in more detail below.

General

Display Left Column: this option determines whether the Left Column will be displayed on your store's pages. If the option is checked, the Left Column will be displayed; if the option is unchecked, the Left Column will not be displayed.

Background Color: the value entered in this field will be the background color for the Left Column. You can enter either a color name in this field (red, blue, etc) or an RGB color code (#FFFFFF, #000000, etc). To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for the Left Column, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for the Left Column area. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: this option controls the horizontal alignment of the content that appears in the Left Column.

Vertical Alignment: this option controls the vertical alignment of the Left Column content.

Width: this option controls the width of the Left Column. Width can be entered in either pixels or as a percentage.

Content

Navigational Links: you can control which hyperlinks, if any, are displayed in the Left Column. Select which hyperlinks you would like to display by selecting the checkbox to the right of each hyperlink option. **Note:** each hyperlink option available under Content represents a single hyperlink except for **Categories**. When Categories is selected, a hyperlink will be displayed for each top-level Category in your store's inventory. Clicking on one of the Category hyperlinks will display a Catalog Page listing all the items in that Category.

Font Settings

Font, Size, Color, and Style: use these options to control the font, size, color, and style of text that appears in the Left Column.

MESSAGES

When a customer adds an item to their cart, sends an E-mail using the E-mail a Friend feature, or performs certain other actions a confirmation message will be displayed to indicate that the action was successful. You can use the Messages interface of the Advanced Design tools to control the appearance and format of these messages. The options that can be configured to control the appearance of Messages are described in more detail below.

General

Background Color: the value entered in this field will be the background color over which messages will be displayed. You can enter either a color name in this field (red, blue, etc) or an RGB color code (#FFFFFF, #000000, etc). To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for Messages, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for the Messages area. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: this option controls the horizontal alignment of message text.

Font Settings

Font, Size, Color, and Style: use these options to control the font, size, color, and style of the text in Messages.

RIGHT COLUMN

You can display an optional navigation bar to the right of the main content area of your pages. The appearance of the right navigation bar can be controlled using the Right Column interface under the Advanced Design tools. The options which can be configured for Right Column are described in more detail below.

General

Display Right Column: this option determines whether the Right Column area will be displayed on your store's pages. If the option is checked, the Right Column will be displayed; if the option is unchecked, the Right Column will not be displayed.

Background Color: the value entered in this field will be the background color for the Right Column. You can enter either a color name in this field (red, blue, etc) or an RGB color code (#FFFFFF, #000000, etc). To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for the Right Column, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for the Right Column area. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: this option controls the horizontal alignment of the content that appears in the Right Column.

Vertical Alignment: this option controls the vertical alignment of the Right Column content.

Width: this option controls the width of the Right Column. Width can be entered in either pixels or as a percentage.

Content

Navigational Links: you can control which hyperlinks, if any, are displayed in the Right Column. Select which hyperlinks you would like to display by selecting the checkbox to the right of each hyperlink option.

Note: each hyperlink option available under Content represents a single hyperlink except for **Categories**. When Categories is selected, a hyperlink will be displayed for each top-level Category in your store's inventory. Clicking on one of the Category hyperlinks will display a Catalog Page listing all the items in that Category.

Font Settings

Font, Size, Color, and Style: use these options to control the font, size, color, and style of text that appears in the Right Column.

TOP BANNER

You can use Top Banner to display a banner image or some text across the top of each of your store's pages. The options you can configure for the Top Banner are described in more detail below.

General

Display Top Banner: check this option to display the Top Banner on your store's pages. If this option is unchecked, the Top Banner will not be displayed.

Background Color: the value entered in this field will be the background color for the Top Banner. You can enter either a color name in this field (red, blue, etc) or an RGB color code (#FFFFFF, #000000, etc). To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for the Top Banner, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for the Top Banner area. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: use the Alignment option to control the horizontal alignment of the content displayed in the Top Banner area.

Content

Store Name: select this option if you'd like to display your Store Name in the Top Banner area. Use the Font, Size, Color, and Style options to control the format of the Store Name text.

Image: select this option if you'd like to display an image in the Top Banner area. Enter the relative path to the image in the field to the right.

TOP BAR

You can display an optional navigation bar across the top of your store's pages. The appearance of this navigation bar and its content can be controlled using the Top Bar interface of the Advanced Design tools. The options which can be configured for the Top Bar are described in more detail below.

General

Display Top Bar: check this option if you would like to display the Top Bar on your store's pages. If this option is unchecked, the Top Bar will not be displayed.

Background Color: the value entered in this field will be the background color for the Top Banner. You can enter either a color name in this field (red, blue, etc) or an RGB color code (#FFFFFF, #000000, etc). To pick from a color palette, click the blank field to the left. If you specify a Background Image (see below) for the Top Banner, the Background Color will not be displayed.

Background Image: you can specify an image to be displayed as the background for the Top Bar area. If you'd like to use a background image, enter the relative path to the image in this field.

Alignment: this option controls the horizontal alignment of the content that appears in the Top Bar.

Content

Image: if you would like to display an image in the Top Bar instead of any hyperlinks or other text, choose this option and enter the relative path to an image file in the field to the right.

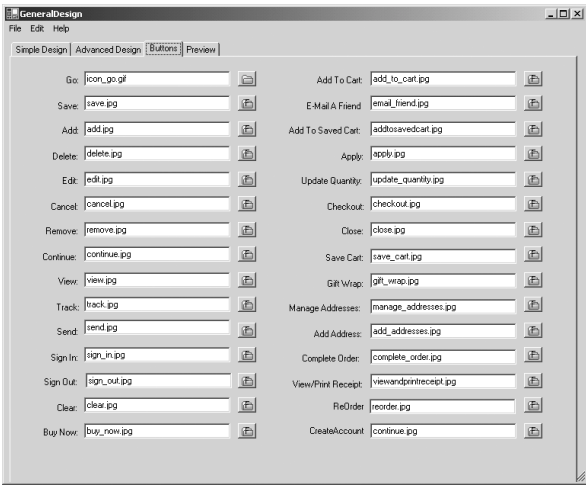
Navigational Links: if you would like to display one or more hyperlinks in the Top Bar area, choose this option, then select the hyperlinks you would like to display. **Note:** each hyperlink option available under Content represents a single hyperlink except for **Categories**. When Categories is selected, a hyperlink will be displayed for each top-level Category in your store's inventory. Clicking on one of the Category hyperlinks will display a Catalog Page listing all the items in that Category.

Page Name: if you would like to display the name of each page in that page's Top Bar, check this option. Use the Font, Size, Color, and Style options to control the appearance of the page name text.

SELECTING BUTTON IMAGES

Each of the design templates you create for your site is associated with a set of button images. By default, every design template will use the same basic button set; however, you can use the General Design tools to make changes to the button images used by a specific design template. The instructions below describe how this can be done. Following the instructions is a list of all the different button images used by your site and descriptions of where each is used.

1. Open FrontPage or Dreamweaver.
2. Click the **StoreFront 6.0** menu and select **Design and Layout>>General Design**.
3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.
4. Click the **Buttons** tab.



- 5. The Buttons tab will display a number of labeled inputs—one for each button used in your web store. To change the image used for a certain button, modify the path to the image file as it is entered in the field to the right of the button's name. To view more information about the purpose of each button and where each is used, see *Button Locations and Definitions* following these instructions.
- 6. Click **File** and select **Save**.

Note: changes to a design template's button set won't show on your store's pages until after you've reapplied the design template; see *Changing the Active Design Template*, page 59, for more information.

BUTTON LOCATIONS AND DEFINITIONS

The following is a list of all the different button images used by your web store, along with descriptions of where each is used. You may find it useful to refer to this list as you choose the button images which will be used with one of your store's design templates.

Button Name	Location and Purpose
Go	Used to initiate searches from the Search Control and search.aspx
Save	Used on custedit.aspx and affsignin.aspx to save changes to customer or Affiliate Partner information.
Add	Used on custaddressbook.aspx to add a new entry to the list of saved addresses.

Delete	Used on custaddressbook.aspx to allow a customer to delete an entry from their saved addresses.
Edit	Used on custaddressbook.aspx and payments.aspx to allow a customer to access and edit an address.
Cancel	Used on a variety of pages to allow a customer to cancel a choice or action.
Remove	Used on savedcart.aspx and shoppingcart.aspx to allow a customer to remove an item from the Saved Cart or current order.
Continue	Used on giftwrap.aspx, shipping.aspx, custaddressbook.aspx, shipsummary.aspx, changeEmail.aspx, custsignin.aspx, and affsignin.aspx to allow a customer to continue to the next step of a multi-step process (i.e., while checking out, signing up for a customer or Affiliate Partner account).
View	Used on orderhistory.aspx to allow a customer to view the details of a past order.
Track	Used on orderdetail.aspx to allow a customer to view tracking information (if available) for an order.
Send	Used on Emailafriend.aspx to allow customers to send an e-mail.
Sign In	Used on custsignin.aspx and affsignin.aspx to allow a customer or an Affiliate Partner to sign-in to their account.
Sign Out	Used on custprofilemain.aspx and affsignin.aspx to allow an Affiliate Partner or customer to sign out of your store.
Clear	Used on custaddressbook.aspx to allow a customer to clear the input fields of the form which is used to collect new address entries.
Buy Now	Used on the savedcart.aspx page to allow a customer to move an item from the Saved Cart to the current order.
Add to Cart	Used on Product Pages and Catalog Pages to allow a customer to add an item to their order.
E-mail a Friend	Used on Product Pages and Catalog Pages to load the E-mail a Friend tool.

Add to Saved Cart	Used on Product Pages and Catalog Pages to allow a customer to add an item to their Saved Cart.
Apply	Used on shoppingcart.aspx and payments.aspx to update an order's total after applying a coupon, gift certificate, or performing some other action that will affect the order total.
Update Quantity	Used on shoppingcart.aspx to make changes to the quantity of an item in a customer's order.
Checkout	Used shoppingcart.aspx and addproductpopup.aspx. On addproductpopup.aspx, clicking this button takes the customer to shoppingcart.aspx. On shoppingcart.aspx, the button takes the user to the store's secure location so that they may begin checking out.
Close	Used on addproductpopup.aspx. Clicking this button will close the popup window in which addproductpopup.aspx is displayed.
Saved Cart	Used on shoppingcart.aspx to move an item from the current order to the customer's Saved Cart.
Gift Wrap	Used on shoppingcart.aspx to add Gift Wrap to an item.
Manage Addresses	Used on multiship.aspx to allow a customer to access their list of saved addresses to add, edit, or delete entries.
Add Address	Used on multiship.aspx to allow a customer to add a new entry to their list of saved addresses.
Complete Order	Used on payment.aspx to allow a customer to submit their billing information and complete the checkout process.
View/Print Receipt	Used on confirm.aspx to allow a customer to print a receipt after completing an order.

CHANGING THE ACTIVE DESIGN TEMPLATE

Once you've created two or more design templates for your store, you can switch back and forth between them fairly easily. Read the instructions below for more information.

1. Open your web store using FrontPage or Dreamweaver.

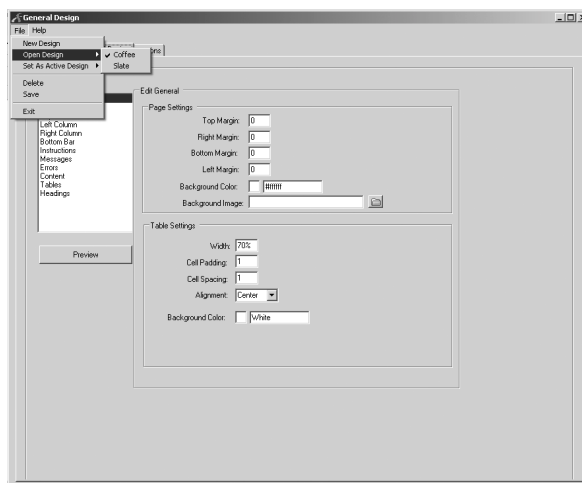
Front Page Users: Click **File** and select **Open Web**.
Enter the URL to your web in the Folder Name field.

Click **OK**.

Dreamweaver Users: Click **Site** and select **Open Site**.

Select the site containing your store.

2. Click the **StoreFront 6.0** menu and select **Design and Layout>>General Design**.
3. Click **File** and select **Open Design**.



4. Select the design template you want to use.
5. Click **OK**.
6. Click **File** and select **Set as Active Design**.
7. Click **File** and select **Save**. If you are using Dreamweaver and working in a remote web store, you must also upload the styles.css file from the root folder of the local site to the root and "ssl" folders of the remote site.

EDIT OR DELETE A DESIGN TEMPLATE

The General Design tools allow you to modify or delete existing design templates. Changes to the active design template won't be displayed on your store's pages until after you've reapplied the design template according to the instructions in the preceding section.

1. Open your web store in FrontPage or Dreamweaver.

FrontPage Users: Click **File** and select **Open Web**.

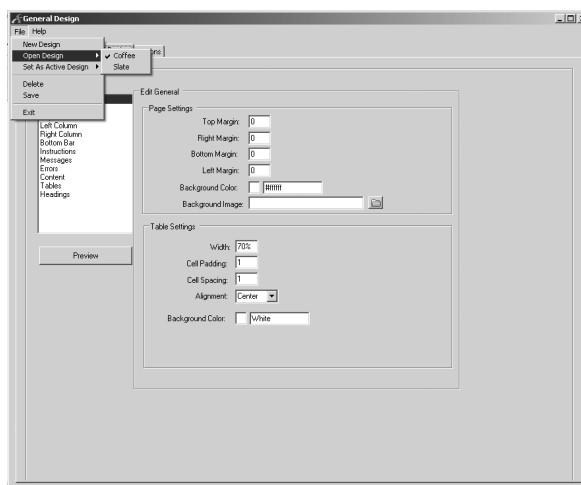
Enter the URL to your web in the Folder Name field.

Click **OK**.

Dreamweaver Users: Click **Site** and select **Open Site**.

Select the site containing your store.

2. Click the **StoreFront 6.0** menu and select **Design and Layout>>General Design**.
3. Click **File** and select **Open Design**.



4. Select the design you wish to modify or delete and click **OK**.

To delete a design: click **File** and select **Delete**.

To edit a design: make the changes you would like to the design parameters, then click **File** and select **Save**.

Working with StoreFront Pages

Although StoreFront's General Design and Catalog Design tools give you a high degree of control over the appearance of your site, you can also modify many of your store's StoreFront pages using FrontPage or Dreamweaver. However, there are some important points you should keep in mind as you work with ASP.NET pages.

APPLICATION LAYER AND PRESENTATION LAYER SEPARATION

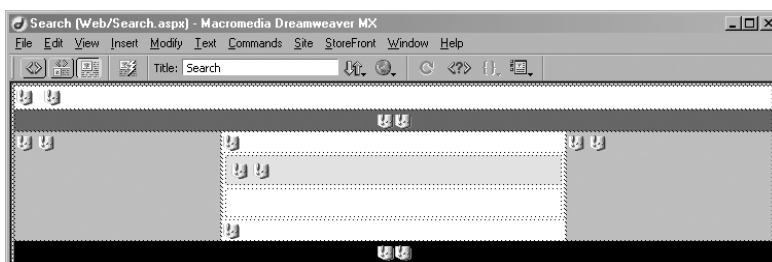
The design of the StoreFront pages (and most ASP.NET pages, for that matter) includes an emphasis on the separation of the the application and presentation layers. This means that the code which performs logical processing and decision-making (application layer) is kept in a different file than the code which is responsible for displaying a page to a user's web browser (the presentation layer). A web designer can open a presentation layer page and modify its design and layout without ever coming into direct contact with potentially sensitive application code. This is good news for you, as the web developer, because it means that you have greater freedom to control the design of your pages using a WYSIWYG editor like Dreamweaver or FrontPage.

Application layer pages in your store have names ending with .vb. These files contain no HTML that can be modified using a WYSIWYG editor. Instead, they perform logical processing and decision-making functions. These pages can only be modified by a user familiar with ASP.NET.

Presentation layer pages in your store are named with .aspx extensions. As a general rule, these pages can be safely edited with FrontPage or Dreamweaver. Almost every .aspx page in your store will also make use of multiple .ascx pages. These are ASP.NET controls used by StoreFront. A control is essentially a block of HTML and ASP.NET code that can be included on an .aspx page for the purpose of performing a specific function.

MODIFYING STOREFRONT PAGES WITH FRONTPAGE OR DREAMWEAVER

One of the first things you may notice when you open a StoreFront page (like search.aspx, for example) in an editor is that its appearance in the editor is very different from how it looks when loaded in a browser. For example, consider the following image of search.aspx as it looks when open in Dreamweaver:



We can see that search.aspx is composed of a framework of tables with no content. The content is provided by the controls embedded in the page. You can manipulate this table structure and add elements to the page using Dreamweaver without causing problems. However, if you begin deleting elements, you run the risk of deleting ASP.NET controls, which will result in errors. Users of FrontPage face a similar situation: you can add elements and manipulate existing elements, but deleting existing elements can lead to the accidental deletion of necessary ASP.NET code and cause errors.

The .ascx controls (located in your store's "controls" and "commoncontrols" folders) which provide the content for StoreFront pages can not usually be easily modified using WYSIWYG editors. This is because the output of a control is typically dynamic, determined at run-time by a number of factors. The best way to modify the output of a control is to learn ASP.NET, although content such as images and text can be added to a control through the use of an editor.

BEST PRACTICES FOR MODIFYING ASP.NET PAGES WITH WYSIWYG EDITORS

At the time of publication, Dreamweaver MX contains functionality to allow users to work with .aspx and .ascx pages and controls. However, as stated previously, problems may be caused by accidentally deleting an important element from an aspx page. Be sure to make frequent backups when modifying StoreFront pages using Dreamweaver MX and use the code view to keep track of exactly what page elements are being altered as you work.

Currently, the latest version of FrontPage, FrontPage 2002, contains no ASP.NET functionality; however, FrontPage can be used to modify aspx pages. The same caveats apply with FrontPage as with Dreamweaver. An ASP.NET friendly version of FrontPage is currently in beta.

RECOMPILING YOUR STORE'S PAGES

Any time you make changes to the .vb pages in your web store, you must click on the **StoreFront 6.0** menu of Dreamweaver or FrontPage and choose **Compile Components** before the changes will take effect. This will recompile the .vb pages into the store's .NET assemblies which are kept in the "bin" folder.

Note: if you are using Shared SSL, after running Compile Components, be sure to upload a copy of the "bin" folder to the site's secure location.

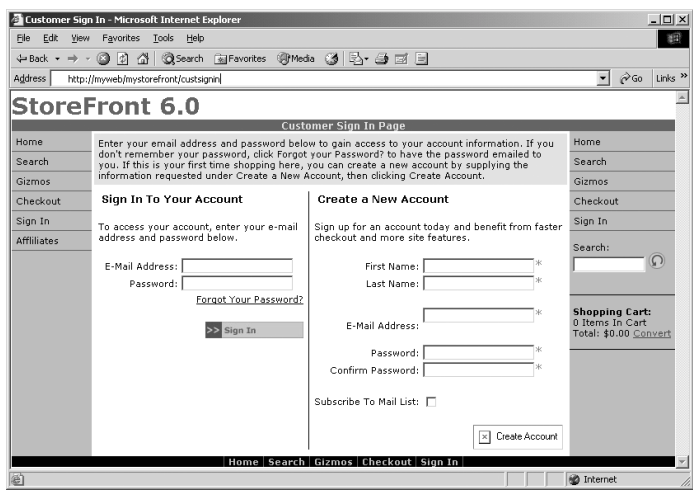
Notable/Useful StoreFront Pages

One of the first things that you have to do to create a StoreFront web store is to add a collection of StoreFront ASP.NET pages and other application files to the site that will contain the store. Some of these files function in a purely behind-the-scenes manner, performing logical operations and processing without any obvious interaction with your customers. However, others are designed to interact directly with your customers. You can link directly to most of these pages to incorporate them into the design of your store. Others, such as E-mail a Friend and the Merchant Tools, shouldn't be directly linked to, but are still worth considering as you design your pages and navigation structure. These are described in more detail in the following sections.

AFFILIATE SIGN IN

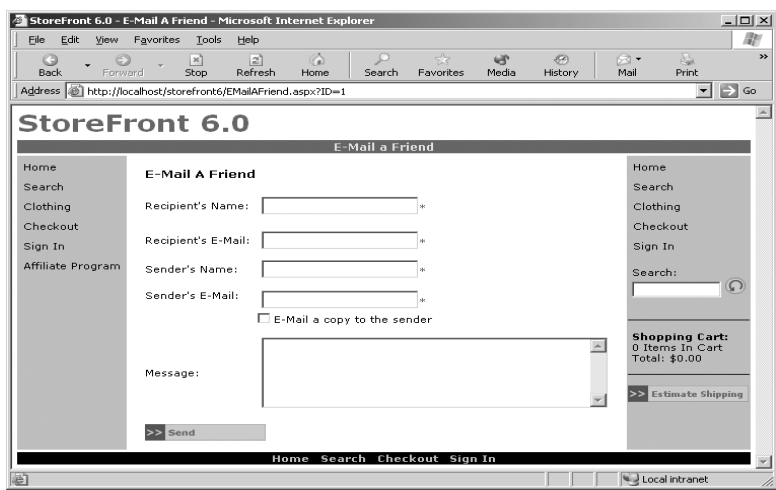
If you've configured your web store to use the Affiliate Partners Program (see *Using the Affiliate Partners Program*, page 195), then your Affiliate Partners can sign-in to view their account information from the affsignin.aspx page. Other web store owners and webmasters interested in partnering with your site can also create Affiliate Partner accounts from this page.

CUSTOMER SIGN IN



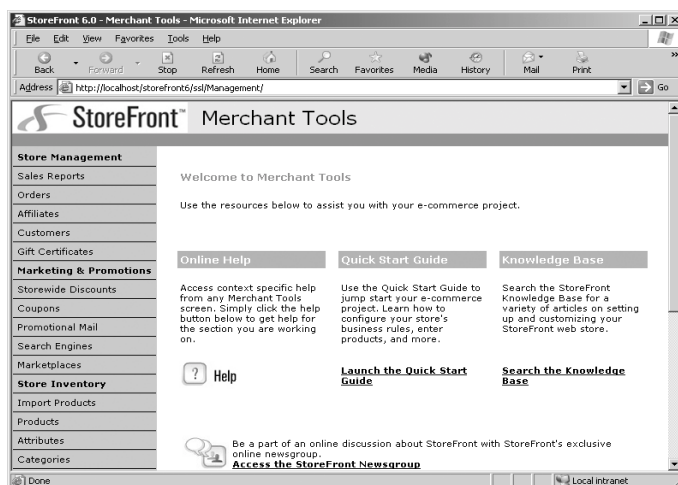
The custsignin.aspx page allows your store’s customers to sign in to view their saved account information, including their order history, saved billing and shipping information, mailing list subscription status, and status and tracking information for orders currently in process or transit. Visitors who haven’t yet placed an order in your store and don’t yet have an account can also create one from this page.

E-MAIL A FRIEND



Your store's emailafriend.aspx page comprises the E-mail a Friend tool, which allows visitors to your store to send an e-mail to someone they know about one of the products in your inventory. The E-mail a Friend tool is accessed from Product Bots by clicking the E-mail a Friend button. Emailafriend.aspx then loads and can be used to compose and send an e-mail. The e-mail that is sent can contain a brief personal message from the visitor and information about your store and the product whose Product Bot was used to access the E-mail a Friend tool.

MERCHANT TOOLS



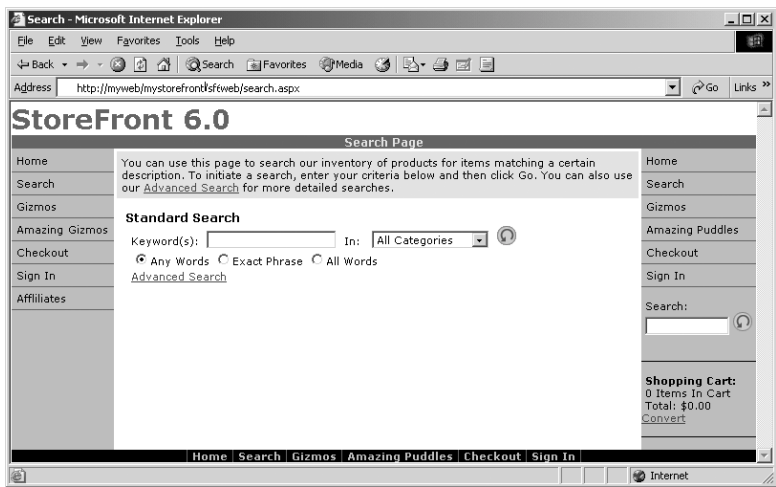
The Merchant Tools are the browser-based administration tools that you'll use to manage your store's business rules. Unlike the client tools, which are used primarily for store construction and catalog page design, the Merchant Tools are designed to allow you to perform the sorts of tasks which will be required in the day-to-day management of your store. They allow you to begin and end sales and discounts; to set and remove tax rates; to configure how shipping costs are calculated; and many other tasks. You can access the Merchant Tools by using a browser to open your store's Management folder. The Management folder is located one level below the ssl folder, so the URL you'll use to open it may resemble:

<http://www.yourstore.com/ssl/management>

<http://secure.yourhost.com/yourstore/management/>

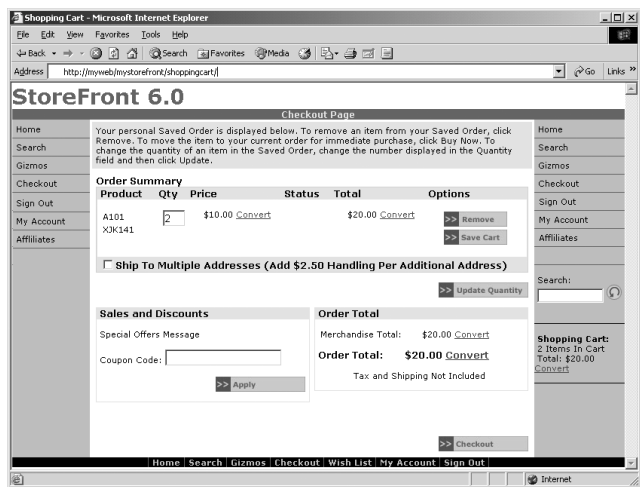
You can also access the Merchant Tools under the SSL using https:// for additional security.

SEARCH ENGINES



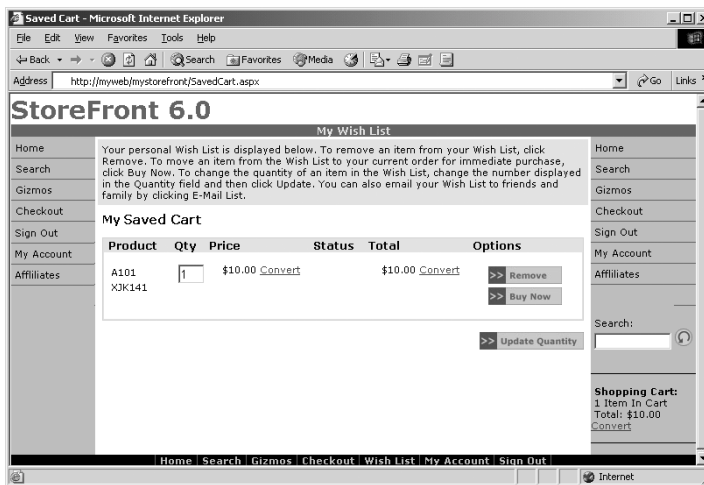
Your store contains two search engines to allow customers to search your inventory using a variety of criteria. Using the default search engine, customers can search by product Category and using keywords. Using the advanced search engine, customers can use these criteria in addition to several others, including the date a product was added to the store's inventory, its price, and whether it is on sale or not. Both the default and advanced search engines are accessed from the search.aspx page.

SHOPPING CART



Your store's shoppingcart.aspx page is one of its most important. This is the first page in the checkout process. When a customer is ready to check out, they should be directed to shoppingcart.aspx, where they will be shown a list of the items in their cart and allowed to submit a coupon if they have one. The contents of the order can also be modified at this point. When the customer is ready, they will click the checkout button near the bottom of the page to enter your store's secure location and begin checking out. Ideally, every page in your store should contain a link to shoppingcart.aspx (the StoreFront Link Creator can be used for this purpose; see *Inserting Dynamic Links*, page 112, for more information).

SAVED CART



Each of your store's customers can compile a Saved Cart of items that they'd eventually like to purchase. After an item has been added to the Saved Cart it can be easily moved to the current order. The Saved Cart interface is formed by savedcart.aspx.

Chapter 4: Building and Managing Your Inventory

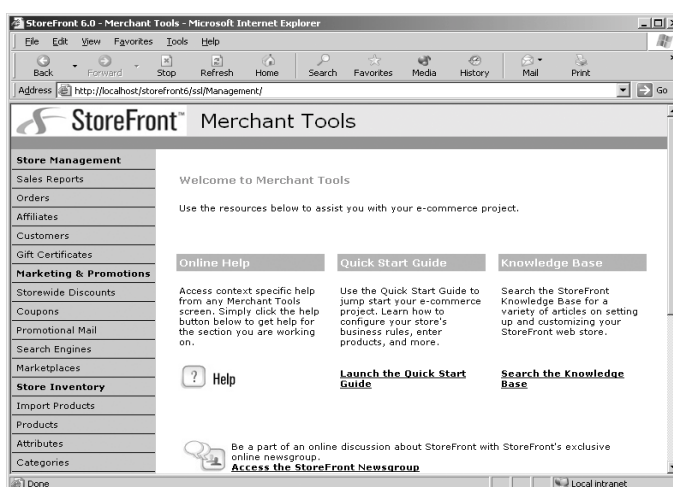


Chapter 4: Building and Managing Your Inventory

CHAPTER OVERVIEW

In this chapter we'll discuss how you can use the Merchant Tools to add products to a store's inventory, either by inputting products individually or by importing them en masse from an external data source like a text file or spreadsheet. You'll also learn about special options that can be configured for each item, and how to organize your web store's inventory.

Introducing the Merchant Tools



In this chapter, you'll begin using your store's Merchant Tools for the first time. We mentioned them briefly in the first chapter, but, to recap: the Merchant Tools are a collection of StoreFront application files that reside in your store's Management folder. When you use your browser to view the Merchant Tools, they will allow you to perform all the tasks that will be required to manage your web store. To access the Merchant Tools, open a browser and enter the URL to the Management folder in the Address window. The URL may resemble something like: `http://www.yourstore.com/ssl/management`.

Note: Some changes to your store's configuration settings through the Merchant Tools won't actually take effect in your site until you've clicked the **Apply to Site** link in the left navigation bar. You don't have to click Apply to Site every time you make a change, though; instead, our recommendation is that you use the Apply to Site option only at the end of each session working in the Merchant Tools or, during prolonged sessions, periodically.

Organizing Your Inventory

Before you begin importing or entering product items, you should read this section to learn how your web store's inventory can be organized.

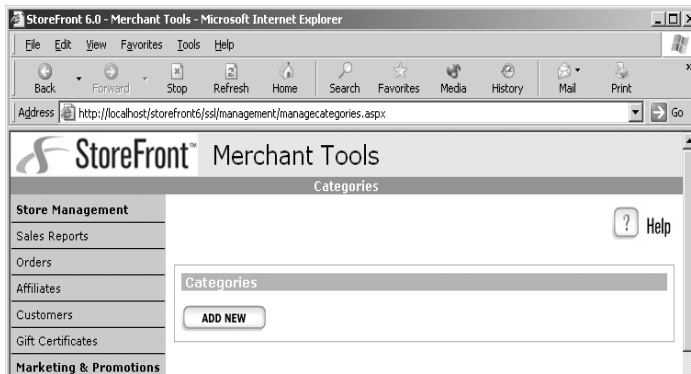
Your inventory is organized using three basic criteria: Category, Manufacturer, and Vendor. When creating a product item, you will be asked to specify what Category, Manufacturer, and Vendor the item belongs under. In addition to these, you can expand your organizational hierarchy to include an unlimited number of Subcategories. Carefully organizing your products using these criteria will simplify the tasks you must perform while managing your inventory, and will also make finding and ordering these products easier for your customers. (Category, Manufacturer, and Vendor are all criteria that customers can use while searching your inventory.) Before you enter a product into your inventory, you should create the Category, Manufacturer, and Vendor it will be classified under.

Read the following sections for more information about creating and managing an organizational scheme for your inventory.

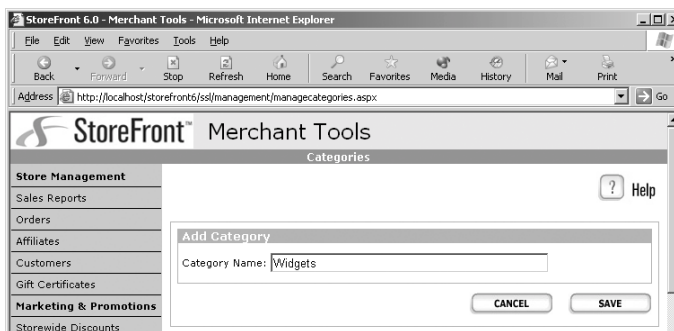
Note: you can change the labels assigned to these organizational criteria to suit your specific business type. A good example might be an online bookstore, where the owner may choose to change the label from Manufacturer to "Author," from Vendor to "Publisher," and from Category to "Genre." For more information, see *Setting Output Labels*, page 129.

ADDING CATEGORIES AND SUBCATEGORIES

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Categories**.



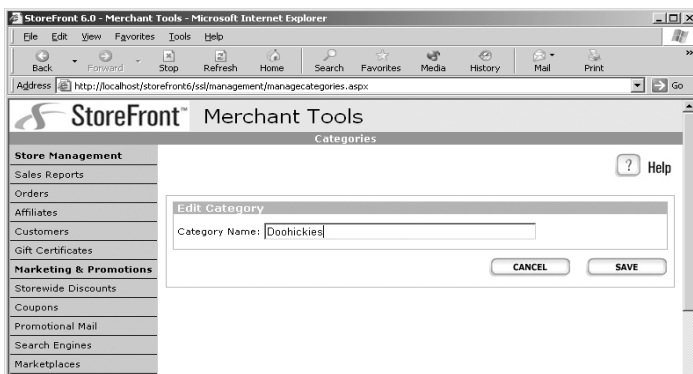
3. At the point in the existing inventory hierarchy where you would like to add a new Subcategory, click the  button. To add a new top-level Category, click **Add New**.



4. Enter the name of the new Category or Subcategory in the **Category Name** field, then click **Save**.
5. Repeat the previous steps until you have added the Categories and Subcategories required to organize your inventory. You can return to this interface at any time to add new entries.

EDITING OR DELETING CATEGORIES AND SUBCATEGORIES

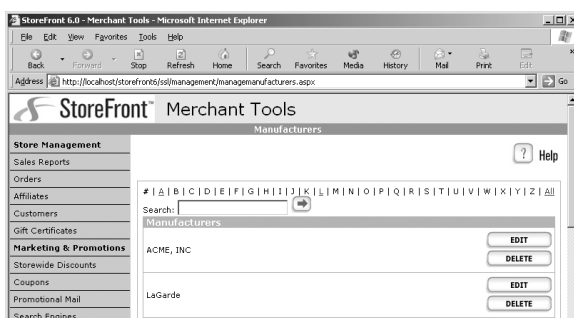
1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Categories**.



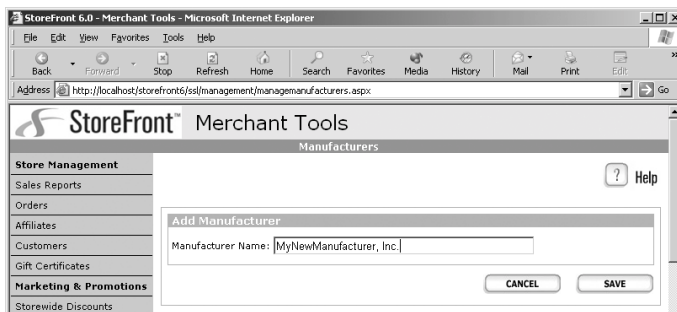
3. To delete a Category or Subcategory, click the  button to the right of its name.
4. To edit a Category or Subcategory, click the  button.
5. Make any changes you like to the name of the Category or Subcategory, then click **Save**.

ADDING MANUFACTURERS

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Manufacturers**.



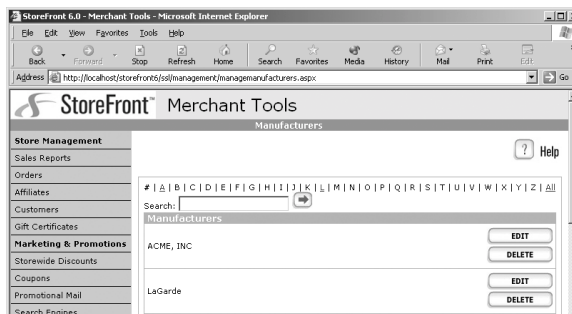
3. Click **Add New**.



4. Enter the name of the new Manufacturer in the **Manufacturer Name** field, then click **Save**.
5. Repeat the previous steps for each Manufacturer you wish to add.

EDITING OR DELETING MANUFACTURERS

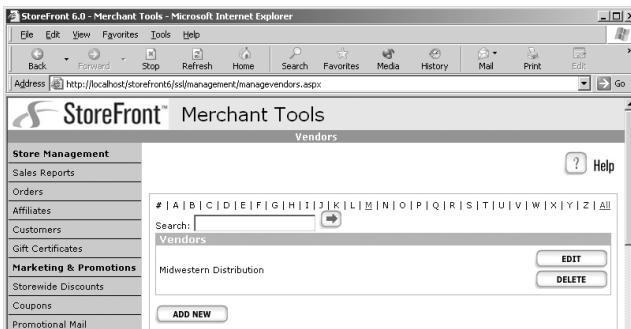
1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Manufacturers**.



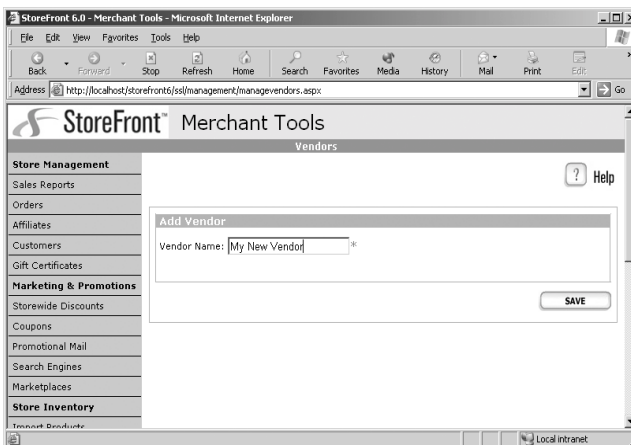
3. To edit a Manufacturer, click the **Edit** button to the right of the Manufacturer's name.
4. To delete a Manufacturer, click the **Delete** button. Items previously assigned to the Manufacturer will be reclassified under "No Manufacturer."
5. If you are editing a Manufacturer, make whatever changes to the Manufacturer name you like, then click **Save**.

ADDING VENDORS

1. Use a browser to open the store's **Merchant Tools**.
2. In the left navigation menu, click **Vendors**.



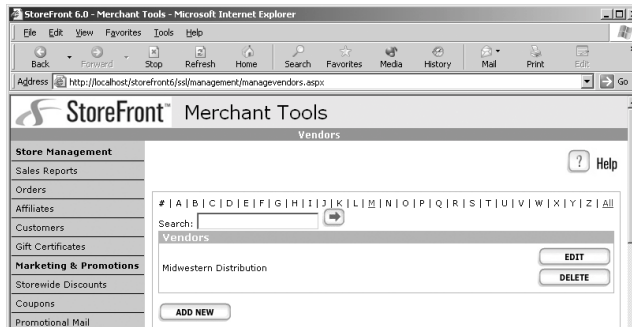
3. Click **Add New**.



4. Enter the name of the new Vendor in the **Vendor Name** field.
5. Click **Save** to save the Vendor.
6. Repeat the previous steps for each Vendor you wish to create.

EDITING OR DELETING VENDORS

1. Use a browser to open your web store's **Merchant Tools**.
2. In the left navigation menu, click **Vendors**.



3. To edit a Vendor, click the **Edit** button to the right of the vendor's name. To delete a Vendor, click the **Delete** button. Items previously assigned to the Vendor will be reclassified under "No Vendor."
4. If you choose to edit a vendor, make any changes to the Vendor's information that you like, then click **Save**.

Adding Products Step-by-Step

Now that you have basic lists of Categories, Manufacturers, and Vendors, you can begin entering products into your inventory. There are two ways to do this:

- you can enter product items one-by-one through the Merchant Tools, or
- you can import multiple products simultaneously from an external data source.

We'll discuss inputting products through the Merchant Tools first. If you'd like to start reading about importing products now, skip ahead to page 91.

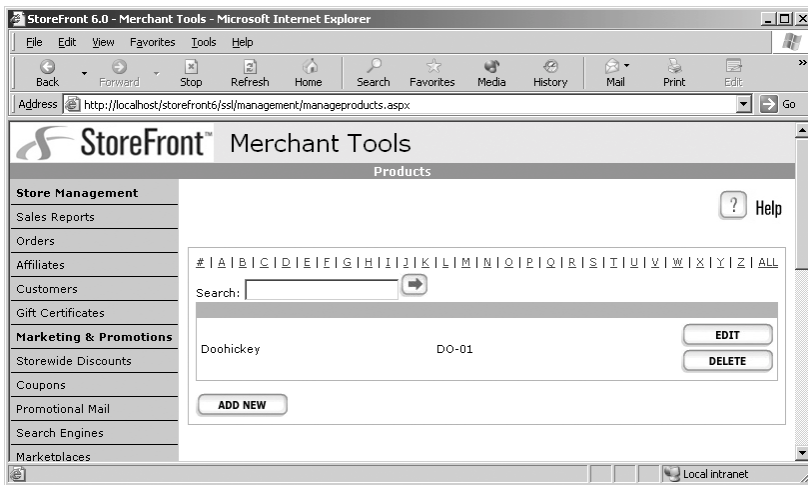
The product creation process is broken down into eight basic steps, which are discussed in the following sections. Only the first of these is required. Each of the remaining seven can be performed in any order or not at all.

STEP 1: ENTERING GENERAL PRODUCT INFORMATION

The first step of the product creation process is the only one that's required. Here, you will enter general information about the product item, such as its price, ID code, and name. Read the following instructions for more information.

Note: as a part of this step, you'll be required to select the Manufacturer and Vendor the product will be associated with. If you haven't already created lists of Manufacturers and Vendors, you may want to do so before beginning this step. For more information, see *Organizing your Inventory*, page 74.

1. Open your web store's Merchant Tools in a browser.
2. In the left navigation menu, click **Products**.



3. Click **Add New**.

The screenshot shows the 'StoreFront 6.0 - Merchant Tools' interface in a Microsoft Internet Explorer browser window. The address bar shows 'http://myweb/mystorefront/servlet/management/productgeneral.aspx'. The page title is 'StoreFront Merchant Tools'. On the left is a navigation menu with categories like 'Store Management', 'Marketing & Promotions', and 'Store Inventory'. The main content area is titled 'Products' and contains a 'New Product' form. The form has tabs for 'General', 'Details', 'Categories', 'Attributes', 'Fulfillment', 'Discounts', and 'Marketing'. The 'General' tab is active, showing 'General Product Information' with fields for 'Activate Product' (checkbox), 'Product Code', 'Product Name', 'Price', 'Manufacturer' (dropdown), 'Vendor' (dropdown), 'Plural Name', and 'Cost'. Below this is a 'Tax Options' section with checkboxes for 'Apply Local Tax', 'Apply State Tax', and 'Apply Country Tax'. A 'SAVE' button is at the bottom right of the form.

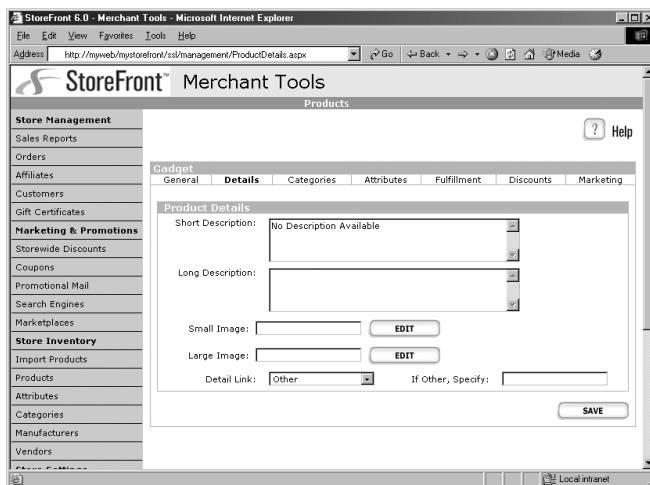
4. The **Activate Product** option determines a product item's availability. If the option is unchecked, the product item won't be displayed on your site's dynamic Catalog and Product Pages and customers won't be allowed to purchase it. If it is checked, the item will be displayed and can be purchased.
5. Each product item in your inventory is assigned a unique identifying code called its Product Code. A Product Code can consist of numbers, letters, spaces, and hyphens. Enter the Product Code for the item you are adding in the **Product Code** field.
6. Enter the name of the product in the **Name** field. For example, *Longhorn Cactus*. In the **Plural Name** field, enter the term used to refer to more than one of the item. For example, *Longhorn Cacti*.
7. Enter the price of a single unit of the item in the **Price** field.
8. Enter the cost of a single unit of the item in the **Cost** field. This information will be used in conjunction with the item's price to calculate profit reports.
9. Select the Manufacturer you would like to classify the item under from the **Manufacturer** drop-down menu.
10. Select the Vendor under which you would like to classify the item from the **Vendor** drop-down menu.
11. To charge Local Tax for purchases of this item, check **Apply Local Tax**.
12. To charge State/Province Tax for purchases of this item, check **Apply State/Province Tax**.
13. To charge Country Tax for purchases of this item, check **Apply Country Tax**.

14. Click **Save** to save these settings.
15. To enter another product into your inventory, repeat the previous steps.

STEP 2: ENTERING DETAILED PRODUCT INFORMATION

The second step of the product creation process collects detailed information about each item, such as any images associated with it and a detailed description. Read the following instructions for more information.

1. While creating or editing an item, click the **Details** link near the top of the page.



2. In the **Short Description** field, enter a brief description of the item that is no longer than a few sentences. This field can also contain HTML code to display hyperlinks, images, or other elements.
3. In the **Long Description** field, enter a more lengthy description of the item that is as long as you like. Like Short Description, this field can also contain HTML code.
4. In the **Small Image** field, enter the filename of a thumbnail image of the product item. To upload a new image and use it, click the **Edit** button to the right of the field. Browse to the location of the image file, then click **Save**.

Note: StoreFront automatically looks for images in the store's "images" folder. If you enter only the name of an image file, make sure that you upload it to the store's images folder afterwards.

5. In the **Large Image** field, enter the filename of a larger, more detailed image for the item. To upload a new image and use it, click the **Edit** button to the right of the field. Browse to the location of the image file, then click **Save**.

Note: StoreFront automatically looks for images in the store's "images" folder. If you enter only the name of an image file, make sure that you upload it to the store's images folder afterwards.

6. You can choose to hyperlink the item's image, or if neither a Small Image or Large Image has been specified, its Product Code to another page. To do this, select one of the following options from the Detail Link menu:

Link to Detail Page: choosing this option will automatically link the image or, if no image has been specified, Product Code to a dynamic Product Page displaying more information about the item.

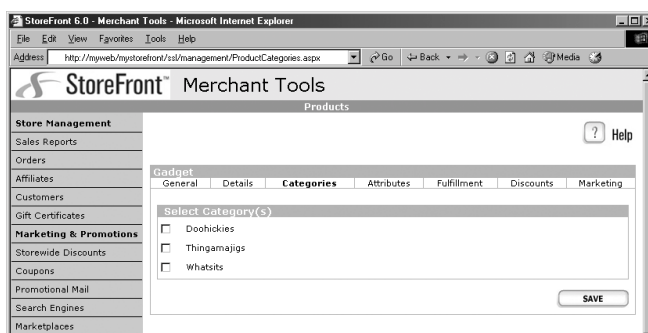
Other: choosing this option will allow you to enter the relative path to another page in your site. If you choose Other, enter the absolute path to the additional page in the field to the right. For example, <http://www.mystore.com/widgets/widget1.aspx>.

7. Click **Save**.

STEP 3: CHOOSING CATEGORIES AND SUBCATEGORIES

In the third step of the product creation process, you will choose the Categories and Subcategories under which the item will be classified. Read the instructions below for more information. To learn more about creating Categories and Subcategories, see *Organizing Your Inventory*, page 74.

1. While creating or editing an item, click the **Categories** link near the top of the page.

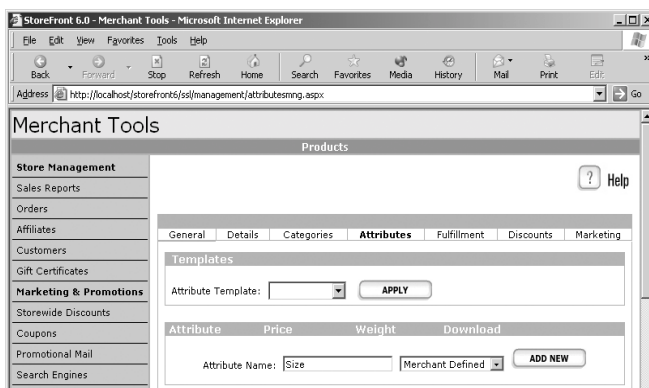


2. Click the checkbox to the left of each Category or Subcategory you would like the item to be listed under.
3. When you are finished, click the **Save** button.

STEP 4: ADDING PRODUCT ATTRIBUTES

Attributes allow you to create additional options for an item that customers will be allowed to choose from when they purchase it. An unlimited number of Attributes can be created for each item, and Attributes can be configured to affect the price and weight of the item they are added to. Attributes will be displayed on your store's Product Pages as either a set of radio buttons, a drop-down menu, or a text input field (the latter only in the case of Customer Defined Attributes). Read the instructions below for more information about creating and using Attributes.

1. While creating or editing an item, click the **Attributes** link near the top of the page.



2. You can create Attribute Templates to store sets of frequently used Attributes so that they can be easily added to multiple product items. If you would like to apply an Attribute Template to the product, select it from the **Attribute Templates** menu and click **Apply**.
3. To add a new Attribute, enter its name in the **Attribute Name** field. For example: *Color*, *Size*, or *Flavor*.
4. If the Attribute will require customer input, such as text for an inscription or engraving, choose **Customer Defined**. If the Attribute will consist of a set of pre-defined options, such as Small, Medium, or Large, choose **Merchant Defined**.
5. Click **Add New**.
6. Follow the instructions below according to the Attribute Type you chose.

CUSTOMER DEFINED

1. In the **Label** field, enter the descriptive text which will be displayed next to the Attribute's input field. For example, if you were creating an Attribute to collect text for a gift card, you might enter "Gift Card Message" in the label field.
2. To force customers to enter some input for this Attribute when purchasing a product which uses it, check **Required**.
3. The **Price Change** menu allows you to select how an Attribute will affect the price of the item it is added to. Choose one of the following options:

Same: choose this option if you prefer not to alter the price of the item when the Attribute is chosen.

Increase By: choose this option to have the Attribute increase the price of the item by a certain amount. Enter the amount of the increase in the **Amount** field to the right.

Decrease By: choose this option to have the Attribute decrease the price of the item by a certain amount. Enter the amount of the decrease in the **Amount** field to the right.
4. The **Weight Change** option allows you to select how an Attribute will affect the weight of the item it is added to. If your store is configured to use Carrier Based Rates (see page 136) this will affect the shipping cost of the item. Choose one of the following options:

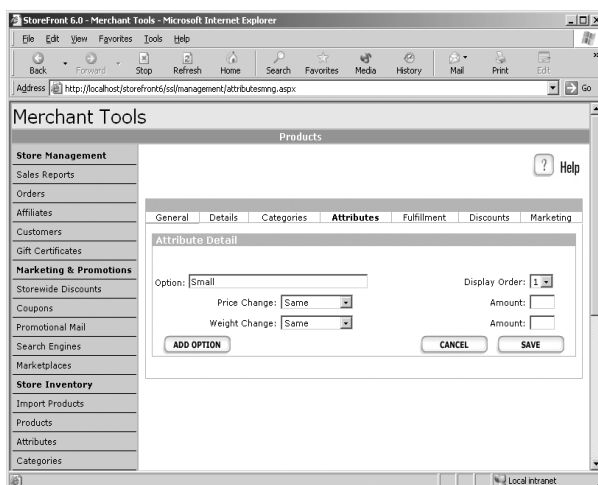
Same: choose this option if you prefer not to alter the weight of the item when the Attribute is chosen.

Increase By: choose this option to have the Attribute increase the weight of the item by a certain amount. Enter the amount of the increase in the **Amount** field to the right.

Decrease By: choose this option to have the Attribute decrease the weight of the item by a certain amount. Enter the amount of the decrease in the **Amount** field to the right.

3. Click **Save** to save the new Attribute.

MERCHANT DEFINED



1. To create a Merchant Defined Attribute, you must enter the list of options that a customer will be allowed to choose from. First, click the **Add New** button to the far right of the Attribute's name, then enter the name of the first Attribute Option in the **Option** field. For example, the first Option for an Attribute called Color might be "Red" or "Blue."
2. The **Price Change** menu allows you to select how each Attribute Option will affect the price of the item it is added to. Choose one of the following options:

Same: choose this option if you prefer not to alter the price of the item when the option is chosen.

Increase By: choose this option to have the Attribute Option increase the price of the item by a certain amount. Enter the amount of the increase in the **Amount** field to the right.

Decrease By: choose this option to have the Attribute Option decrease the price of the item by a certain amount. Enter the amount of the decrease in the **Amount** field to the right.

3. The **Weight Change** option allows you to select how an Attribute Option will affect the weight of the item it is added to. If your store is configured to use Carrier Based Rates (see page 136) this will affect the shipping cost of the item. Choose one of the following options:

Same: choose this option if you prefer not to alter the weight of the item when the Attribute Option is chosen.

Increase By: choose this option to have the Attribute Option increase the weight of the item by a certain amount. Enter the amount of the increase in the **Amount** field to the right.

Decrease By: choose this option to have the Attribute Option decrease the weight of the item by a certain amount. Enter the amount of the decrease in the **Amount** field to the right.

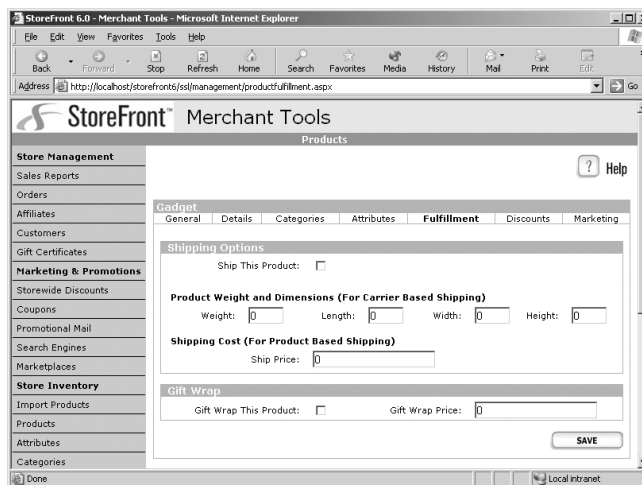
4. You can use the **Display Order** option to select what order Attribute Options will be displayed in on your store's pages. To put an Option in the first position, select 1; to place an Option in the second position, select 2; and so on.
5. To add another Attribute Option, click **Add Option**, then repeat steps 1 through 4. Do this for each option you need to enter.
6. Click **Save**.

STEP 5: CONFIGURING ORDER FULFILLMENT OPTIONS

Step 5 of the product creation process gathers information that will be useful at the point of sale and when it is time to distribute or ship the products a customer has purchased. For material items, this includes the information that will be used to calculate shipping costs, such as weight and dimensions. For software and other intangible items, such as documents, this will include the location of the download file and basic download policies (whether the download privilege will expire, whether the customer can download the item multiple times). Read the instructions below for more information.

Note: depending on your store's shipping configuration, some of the information requested by this step may not apply to you. You may wish to review the information under *Configuring Shipping Calculation*, page 135, before proceeding with this step.

1. While creating or editing an item, click the **Fulfillment** link near the top of the page.

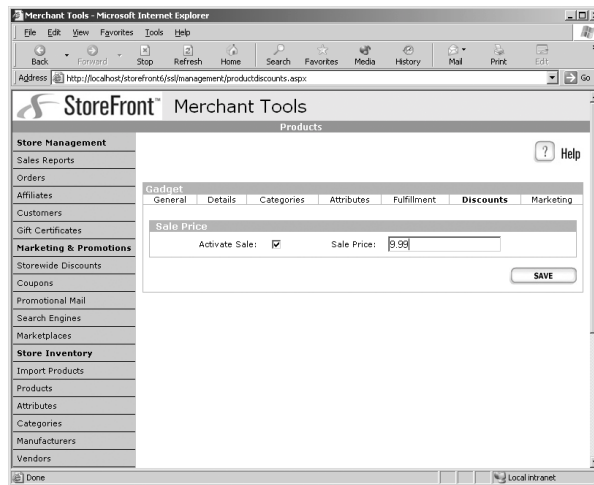


2. Check the **Ship this product** option to include this item in the calculation of shipping costs for orders. If the option is not checked, no shipping will be charged for the item.
3. In the **Weight** field, enter the approximate packaged weight of a single unit of the item in pounds. Fractional weights should be entered as decimals; for example, *one and one-half pounds = 1.5*
4. In the **Length**, **Width**, and **Height** fields, enter the approximate packaged dimensions of a single unit of the item in inches.
5. If you want to allow customers to add Gift Wrap to orders of this item, check the **Gift Wrap this Product** option and enter the additional fee that will be charged for Gift Wrap in the **Gift Wrap Price** field. When customers choose to Gift Wrap an item, they will also be allowed to enter the name of the item's sender, the name of the recipient, and a personalized Gift Wrap message.
6. In the **Ship Price** field, enter the approximate shipping cost for a single unit of the item.
7. Click **Save** to save the fulfillment settings.

STEP 6 : CONFIGURING PRODUCT DISCOUNTS

Step 6 of the product creation process allows you to configure product discounts. An item can be placed on sale and discounted by a flat amount.

1. While creating or editing an item, click the **Discounts** link near the top of the page.

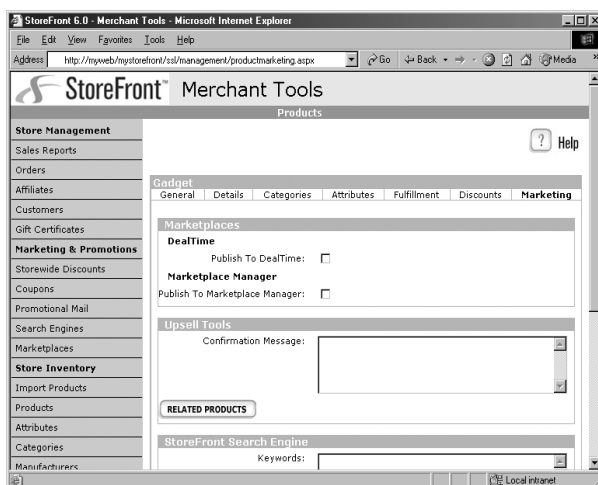


2. To place an item on sale, check the **Activate Sale** option, then enter the price at which the item will be sold while on sale in the **Sale Price** field.
3. Click **Save**.

STEP 7: CONFIGURING MARKETING OPTIONS

This step collects information about an item that will be used for marketing purposes, such as keywords describing the item to make it easier for customers to find it through your store's search engines (search.aspx). You can also choose to set up an account with Shopping.com or Marketplace Manager to increase your inventory's exposure on the web. Read the instructions below for more information.

1. Before you can publish items to Shopping.com or Marketplace Manager, you must establish an account with either service. You may wish to investigate the instructions under *Publishing Products to Shopping.com*, page 204, and *Publishing Products to Marketplace Manager*, page 205, for more information.
2. While creating or editing an item, click the **Marketing** link near the top of the page.



3. To include the item among those which will be published to Shopping.com, check **Publish to Shopping.com**.
4. To include the item among those which will be published to Marketplace Manager, check **Publish to Marketplace Manager**.
5. Whenever a customer adds an item to his or her cart, a confirmation message will be displayed to thank the customer for their order and to verify that the requested product was added. If you like, you can also display an additional message of your own composition along with the default confirmation message. In the **Confirmation Message** field, enter any additional text you'd like to display. You can even enter HTML in this field if you'd like to display hyperlinks or images as a part of the message.
6. If there are other items in your inventory that you'd also recommend to customers who purchase this item, click the **Related Products** button and select them. Your store can be configured to display each product's "Related Items" on Catalog Pages and Product Pages.

7. To make it easier for customers to locate an item, enter some keywords for the item in the **Search Keywords** field, placing a comma between each keyword or phrase. Good keywords are words that potential customers will use when they conduct searches of your inventory for this product item, but that you may not want to include in the other searchable fields that are actually displayed to customers. Besides keywords, the search engine also searches each item's Product Code, Product Name, Product Plural Name, and Short and Long Description.
8. When you are finished, click **Save**.

Importing Products

Importing products is an efficient way to add large numbers of items to your store's inventory simultaneously. If you already have electronic records of your product inventory, you can use the Import Products tool to import them into your web store's database directly. Before you begin the import process, make sure that your data is in a supported format. The supported product data formats are:

Character-delimited Text File: character-delimited text files contain data in rows, representing one record per row. Individual data items in each row or record are separated using a delimiter character such as a comma or semicolon. Many applications use text files of this type for data storage, and most database and spreadsheet programs, including Access and Excel, include tools to export the contents of a table or spreadsheet into a character-delimited text file.

dBASE: the dBASE format of data storage is a de facto standard supported by most database and spreadsheet programs. These programs usually also contain tools to allow the contents of a spreadsheet or database table to be exported into a dBASE file. The dBASE file you use must be in dBASE4 format.

QuickBooks: you can export your Item List from QuickBooks into an .iif file and import it into your store's database. Only QuickBooks items designated as Inventory Items can be imported in this way.

After you've verified that your product data is in the right format, you can perform the import by following the instructions below.

1. Use a browser to open your web store's **Merchant Tools**.
2. Open the **Import Products** tool by clicking **Store Inventory** and selecting **Import Products**.



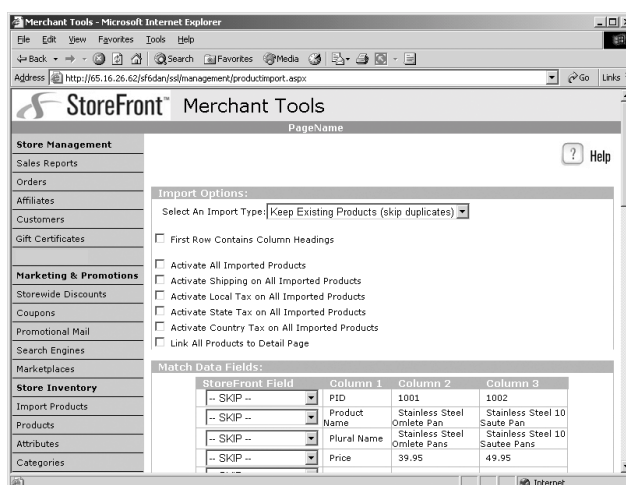
3. In the **Select File:** field, enter the path to the product data file on your hard drive. If you don't know the path, click **Browse** to browse for the file.
4. Select the **File Type:** option which matches the data type of the product data file.

If you selected a File Type of Text: select the delimiter character from File Delimiter which is used to separate data items in the product data file. If your file uses a delimiter besides those listed in the File Delimiter menu, select Other and enter the delimiter character used in the field to the right.

If you selected a File Type of dBASE: browse to the location of the .dbt file corresponding to the .dbf file you selected in step 3.

Note: not all .dbf files will have a corresponding .dbt file.

5. Click **Continue** to upload your product data file. You will now be taken to an Import Options menu where you will decide how the data from the file should be imported.



- Choose one of the following options from the **Select an Import Type** menu:

Keep Existing Products (skip duplicates): if you choose this option, only new products will be added to your web store's inventory. Any product item with the same Product Code as an item already in the database will be skipped.

Update Existing Products: this option will update existing product information and add new products.

Replace Existing Products: this option will replace any duplicate product items with those in the uploaded file and will also add new products.

- If the first row of your data file contains column names or field labels, check **First Row Contains Column Headings**.
- To configure all imported products to become immediately activated, check **Activate All Imported Products**. If you don't select this option, no item imported will be activated unless the value assigned to the Activate Product field is a 1.
- To activate shipping on all imported products, check **Activate Shipping on All Imported Products**. If you don't select this option, the shipping for each item will not be activated unless the value assigned to the Activate Shipping field is a 1.
- To activate State Tax on all imported products, check **Activate State Tax**. If you don't select this option, State Tax for each item will not be activated unless the value assigned to the Activate State Tax field is a 1.
- To activate Country Tax on all imported products, check **Activate Country Tax**. If you don't select this option, Country Tax for each item will not be activated unless the value assigned to the Activate Country Tax field is a 1.

12. If the first row of your product data file contains information you'd rather not import, such as column labels or headings, check **First Row Contains Column Headings**.
13. Use the drop-down menus under the **Match Data Fields** section to match data items from the product data file you uploaded to the different fields in your web store's inventory structure. To view detailed descriptions of the purpose of each field and the data that each will accept, see the following Field Definitions table. When you are finished, click **Continue** to complete the import process.

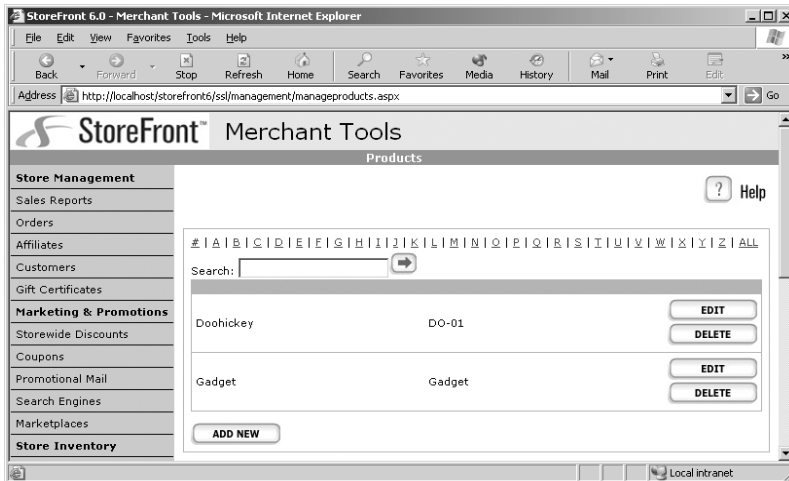
Field Name (char. length)	Purpose
Product Code (255)	a unique identifier for each product item. Avoid using spaces or special characters. If you do not specify a field to be used as the Product Code, new Product Codes will automatically be generated for each product you import.
Activate Product (1)	determines whether each product item will be available for purchase from your web store. Accepts a binary value of 1 or 0. A 1 indicates that the product is active and can be purchased; a 0 indicates that the product item is inactive and can not be purchased.
Product Name (255)	a brief descriptive name or label for each item.
Product Name Plural (255)	the plural form of Product Name.
Short Description (255)	a brief description of each product item.
Long Description (unlimited)	a more lengthy and detail description of each product.
Product Message (unlimited)	displayed to customers after they purchase a product item. This is often used as a way to recommend another, complementary product item.
Small Image (255)	the relative path to an image associated with each product item.
Large Image (255)	the relative path to a larger image associated with each product item.
Cost (20)	the cost of a single unit of each item.
Price (20)	the price of a single unit of each item.
Weight (20)	the weight, in pounds, of a single packaged unit of each item.

Length/Width/Height (20)	the dimensions, in inches, of a single packaged unit of each item.
Activate Shipping (1)	determines whether or not shipping will be charged for orders of each product item. This field accepts a binary value of 1 or 0. A 1 indicates that shipping is active and will be charged; a 0 indicates that shipping is inactive and will not be charged.
Ship Price (20)	the approximate shipping cost per single unit of each item.
Activate Country Tax (1)	determines whether or not country tax will be charged for orders of each product item. This field accepts a binary value of 1 or 0. A 1 indicates that country tax is active and will be charged; a 0 indicates that country tax is inactive and will not be charged.
Activate State/ProvinceTax (1)	determines whether or not state or province tax will be charged for orders of each product item. This field accepts a binary value of 1 or 0. A 1 indicates that state/province tax is active and will be charged; a 0 indicates that state/province tax is inactive and will not be charged.
Activate Local Tax (1)	determines whether or not country tax will be charged for orders of each product item. This field accepts a binary value of 1 or 0. A 1 indicates that country tax is active and will be charged; a 0 indicates that country tax is inactive and will not be charged.
Activate Sale (1)	determines whether or not an item is on sale. This field accepts a binary value of 1 or 0. A 1 indicates that an item is on sale and will be sold for the value entered as its Sale Price; a 0 indicates that there is no sale.
Sale Price (20)	the price an item will be sold for while on sale.
Keywords (unlimited)	keywords describing each product item to make it easier for customers to locate the item using the store's search engines.

EDITING AND DELETING PRODUCT ITEMS

As you manage your store, it may sometimes be necessary to update an inventory record to reflect changes in pricing and other information. If you stop selling a product, you may also need to delete it from your store's inventory.

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Products**.

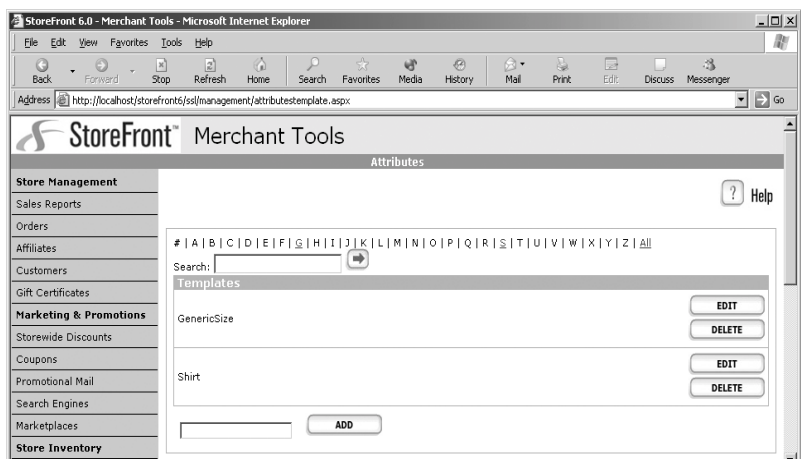


- | | |
|----------------------------|---|
| To delete a product | Click the Delete button to the right of the product's Name. |
| To edit a product | Click the Edit button to the right of the product's Name. Make whatever changes you like, being careful to click Save under each menu where a change is made. |

Working with Attribute Templates

We mentioned Attribute Templates earlier in this chapter in Step 2 of the product creation process. To recap: Attribute Templates allow you to save a product Attribute to a reusable template which can be repeatedly applied to multiple products. This saves time by eliminating the need to repeatedly recreate a commonly used Attribute. One example of a situation where Attribute Templates might be especially useful would be an online clothing store, where almost every item would need Attributes for product Size and Color. In this scenario, Size and Color could be saved to Attribute Templates for quick application to many products. Read the instructions below to learn more.

- 1. In the left navigation menu, click **Attributes**.



- 2. Enter the name of the new Attribute Template in the bottom-most field on the page, then click **Add**. For example: Shirt Template 1

3. The new Template will now be added to the list of the existing Attribute Templates. Click the **Edit** button to the right of its name.
5. The new Template will contain no Attributes. To add a new Attribute, enter the name of the new Attribute in the **Attribute Name** field. Possible Attribute names might include “Size”, “Color”, “Flavor”, or “Inscription.”
6. If the Attribute created by the application of the Template will require customer input, such as text for an inscription, engraving, or gift card, choose **Customer Defined**. If the Attribute will consist of a set of pre-defined options, such as Small, Medium, and Large, choose **Merchant Defined**. After making a selection, click **Add New**.
7. The Attribute creation process is significantly different depending on whether you chose to create a Customer Defined or a Merchant Defined Attribute. Follow the instructions below which match the Attribute Type you chose.

CUSTOMER DEFINED

The screenshot shows the 'StoreFront 6.0 - Merchant Tools' window in Microsoft Internet Explorer. The address bar shows 'http://localhost/storefronts60/management/attributetemplate.aspx'. The page title is 'StoreFront™ Merchant Tools' and the sub-header is 'Attributes'. On the left is a navigation menu with categories like 'Store Management', 'Marketing & Promotions', and 'Store Inventory'. The main content area contains an 'Attribute' form. The 'Label' field has 'Inscription' entered. The 'Required' checkbox is checked. The 'Price Change' dropdown is set to 'Same' and the 'Weight Change' dropdown is also set to 'Same'. There are empty 'Amount' fields for both. At the bottom of the form are 'EDIT', 'CANCEL', and 'SAVE' buttons. The status bar at the bottom indicates 'Local intranet'.

1. In the **Label** field, enter the descriptive text which will be displayed next to the Attribute’s input field. For example, “Gift Card Message.”
2. To require customers to enter input when purchasing a product that uses this Attribute, choose **Required**. Otherwise, leave **Required** unchecked to make this Attribute optional.
3. The Price Change menu allows you to select how an Attribute will affect the price of the item it is added to. Choose one of the following options:

Same: choose this option if you prefer not to alter the price of the item when the Attribute is chosen.

Increase By: choose this option to have the Attribute increase the price of the item by a certain amount. Enter the amount of the increase in the **Amount** field to the right.

Decrease By: choose this option to have the Attribute decrease the price of the item by a certain amount. Enter the amount of the decrease in the **Amount** field to the right.

4. The Weight Change option allows you to select how an Attribute will affect the weight of the item it is added to. If your store is configured to use Carrier Based Rates (see page 136), this will affect the shipping cost of the item. Choose one of the following options:

Same: choose this option if you prefer not to alter the weight of the item when the Attribute is chosen.

Increase By: choose this option to have the Attribute increase the weight of the item by a certain amount. Enter the amount of the increase in the **Amount** field to the right.

Decrease By: choose this option to have the Attribute decrease the weight of the item by a certain amount. Enter the amount of the decrease in the **Amount** field to the right.

5. Click **Save** to save the new Attribute to the Attribute Template. To add a new Attribute to the Template, begin again at step 5 of “Working with Attribute Templates” on the previous page.

MERCHANT DEFINED

1. To create a Merchant Defined Attribute, you must enter (define) the list of options that a customer will be allowed to choose from. First, click the **Add New** button to the far right of the Attribute's name.

2. In the **Option** field, enter the name of the first Attribute Option. For example, the first Option for an Attribute called “Color” might be “Red” or “Blue.”
3. The Price Change menu allows you to select how each Attribute Option will affect the price of the item it is added to. Choose one of the following options:

Same: choose this option if you prefer not to alter the price of the item when the Attribute Option is chosen.

Increase By: choose this option to have the Attribute Option increase the price of the item by a certain amount. Enter the amount of the increase in the **Amount** field to the right.

Decrease By: choose this option to have the Attribute Option decrease the price of the item by a certain amount. Enter the amount of the decrease in the **Amount** field to the right.

4. The Weight Change option allows you to select how an Attribute Option will affect the weight of the item it is added to. If your store is configured to use Carrier Based Rates (see page 136), this will affect the shipping cost of the item. Choose one of the following options:

Same: choose this option if you prefer not to alter the weight of the item when the Attribute Option is chosen.

Increase By: choose this option to have the Attribute Option increase the weight of the item by a certain amount. Enter the amount of the increase in the **Amount** field to the right.

Decrease By: choose this option to have the Attribute Option decrease the weight of the item by a certain amount. Enter the amount of the decrease in the **Amount** field to the right.

5. You can use the **Display Order** option to select which order Attribute Options will be displayed in on your store's pages. To put an Option in the first position, select 1; to place an Option in the second position, select 2; and so on.
6. To add another Attribute Option, click **Add Option**, then repeat steps 1 through 5. Do this for each Option you enter.
7. Click **Save** to save the new Attribute to the Attribute Template. To add a new Attribute to the Template, begin again at step 5 of “Working with Attribute Templates” on page 98.

Chapter 5: Product Page Creation



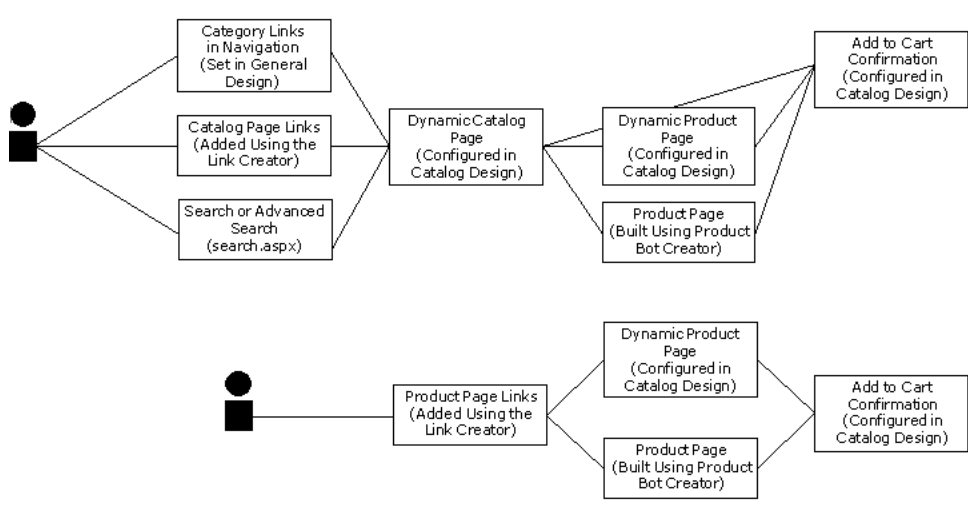
Chapter 5: Product Page Creation

CHAPTER OVERVIEW

In this chapter, we'll discuss the various ways you can create pages to display your store's items to customers and allow them to be purchased. You'll learn about Catalog Pages and Product Pages, and how you can create them using tools like the StoreFront Link Creator and the Product Bot Creator. We'll also discuss how you can add useful dynamic StoreFront controls to your pages to perform a variety of tasks.

Merchandising Products in Your Web Store

One of the most important aspects of your web store is the process by which shoppers browse through your product inventory, add items to their cart, and complete an order. StoreFront provides the framework for this process, while also allowing merchants/developers to customize the flow and design of each element. The following diagram outlines the options available to guide shoppers through the browsing process.



WHAT IS A PRODUCT PAGE?

In a StoreFront web store, a Product Page is any page that contains one or more Product Bots to allow customers to purchase items from it. A Product Bot in its simplest form is an HTML form element consisting of a text input labeled "Quantity" and an Add to Cart button. By entering a number in the Quantity box and clicking the Add to Cart button, a customer can add an item to their cart.

Product Pages are created in two ways. First, you can manually construct a Product Page by using the Product Bot Creator to add Product Bots and product data elements to a page. After the Product Bots and data elements are added to the page, you can move them about using the normal design tools provided in Dreamweaver and FrontPage. The data elements added to a page with the Product Bot Creator are dynamic—if the information in your site's database changes, the data elements will be automatically updated to reflect this change. A Product Page created using the Product Bot creator can also contain any other text, flash, images, or other elements you wish to add. This method of Product Page creation allows for the maximum possible design flexibility.

The second way to create a Product Page is through a Dynamic Product Page link which can be created using the Link Creator or which may be displayed as a part of another Product Page or Catalog Page (for example, if you choose **Link to Product Detail** for an item's name of image in the Catalog Design Tools (see page 115).

A Dynamic Product Page Link is specially written hyperlink that, when it is clicked, will cause your store's detail.aspx page to display a dynamically generated Product Page for a single item. Product Pages created in this way don't actually exist until a customer makes a request for them by clicking a Dynamic Product Page link. Dynamically generated Product Pages are built using the latest information from your store's database, so they will always be up-to-date. The appearance of a dynamically generated Product Pages is usually controlled using the Catalog Design tools (see page 117).

WHAT IS A CATALOG PAGE?

Catalog Pages are the pages generated when a customer clicks a Dynamic Catalog Page link created using the StoreFront Link Creator. You can control the contents of a dynamically generated Catalog Page based on Category, Manufacturer, Vendor, or keyword criteria. The appearance of a Catalog Page is controlled by manipulating the settings under the Catalog Design tab of the Catalog Design tool (see page 115).

The following sections provide instructions describing each of the different ways Product Pages and Catalog Pages can be created.

CREATING PRODUCT PAGES USING THE PRODUCT BOT CREATOR

Each Product Page created using the Product Bot Creator must be built using either the StoreFront Product Page Template or a page that has been converted to support Product Bots and the dynamic data elements added by the Product Bot Creator. The StoreFront Product Page Template is a web page template that contains additional code to support the special dynamic data functions used by Product Bots. Pages created using the Product Page Template will also inherit your the same design settings used by the rest of your store's StoreFront pages. You can access the StoreFront Product Page Template by clicking the **StoreFront 6.0** menu of FrontPage or Dreamweaver and choosing **New Template Page**.

If you have a page already built that you'd like to use as a Product Page, then using the Product Page Template may not be an option. In such a situation, you can add the same essential code to the existing page that would normally be found in the Product Page Template. Read the instructions below for more information.

Note: dynamic product data elements added by the Product Bot Creator will not display on pages created using this process.

1. Use FrontPage, Dreamweaver, or a text editor to open the page that will become a Product Page.
2. Insert the following block of code above the page's <html> tag.

```
<%@ import Namespace="StoreFront.StoreFront" %>
<%@ assembly name="StoreFront" %>
<%@ Register TagPrefix="uc1" TagName="CAttributeControl" Src="Controls/CAttributeControl.ascx" %>
<%@ Register TagPrefix="uc1" TagName="VolumePricing" Src="Controls/VolumePricing.ascx" %>
<%@ Register TagPrefix="uc1" TagName="CInventoryControl" Src="Controls/CInventoryControl.ascx" %>
<%@ Register TagPrefix="uc1" TagName="CartList" Src="Controls/CartList.ascx" %>
<%@ Register TagPrefix="uc1" TagName="LivePerson" Src="Controls/LivePerson.ascx" %>
<%@ Register TagPrefix="uc1" TagName="SimpleSearch" Src="Controls/SimpleSearch.ascx" %>
<%@ Page Language="VB" Inherits="StoreFront.StoreFront.CMultiBot" enableViewState="True" %>
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
```

3. Insert the following code between the page's <head></head> tags:

```
<LINK href="Styles.css" type="text/css" rel="stylesheet">
<script language="JavaScript" src="general.js"></script>
<% Me.PageHeader %>
```

4. Replace the page's <body> tag with the following lines:

```
<body id="BodyTag" class="GeneralPage" runat="server">
<form id="frmBot" method="post" runat="server">
```

5. Immediately below these, paste the following code block (this code must not be removed, deleted, or altered):

```
<!--<table id="PageTable" cellSpacing="0" cellPadding="0" width="100%" border="0" runat="server"> <tr><td id="PageCell"><table id="PageSubTable" cellSpacing="0" cellPadding="0" width="100%" align="center" border="1" runat="server"> <tr><td class="Content" vAlign="top" width="80%"><table cellSpacing="3" cellPadding="5" width="100%" border="0"> <tr><td class="Content" id="tdContent" runat="server">-->
```

6. On the line before the page's </body> tag, add the following code:

```
<!--</td></tr></table></td></tr><BR> </table></td></tr></table>--><BR> </form>
```

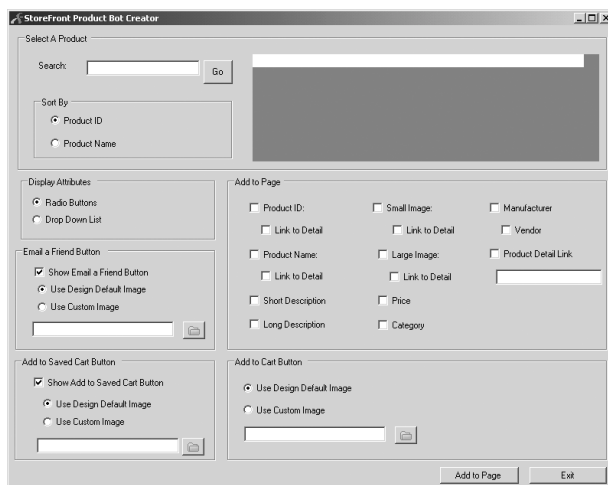
7. Place the following code at the point on the page where you want error messages and messages displayed:

```
<P id="ErrorAlignment" runat="server">
<asp:label id="ErrorMessage" runat="server" CssClass="ErrorMessages" Visible="False">
</asp:label></P>
<P id="MessageAlignment" runat="server">
<asp:label id="Message" runat="server" CssClass="Messages" Visible="False"></asp:label>
</P>
```

Note: you can find the same code shown here in your StoreFront help files, where you can use Copy and Paste to transfer it to a page—a method far more efficient than manually transcribing the entire code block from the pages of this manual.

The following instructions describe how to use the Product Bot Creator to add Product Bots to a Product Page.

1. Open FrontPage or Dreamweaver.
2. Open a new StoreFront Product Page Template or, if you wish to add Product Bots to an existing page, a page that has been converted to support Product Bots.
3. Place your cursor at the point on the page where you wish to insert the Product Bot.
4. In FrontPage, click the **StoreFront 6.0** menu and select **Insert StoreFront Objects>>Product Bot**. In Dreamweaver, open the **StoreFront 6.0** category of the Objects panel (Dreamweaver 4.0) or Insert bar (Dreamweaver MX) and choose the  icon.



5. Provide the information required to connect to the store's database. For more information, see *Connecting the StoreFront Client Tools to a Database*, page 17.
6. Select the item you wish to create a Product Bot for.
7. Use the options under **Display Attributes** to choose how the item's Attributes (if any) will be displayed.
8. If you would like to display the E-mail to a Friend button in the Product Bot, check **Show E-mail a Friend Button**, then select one of the following options:

Use Design Default Image: select this option if you would like the E-mail a Friend button to use the default button image assigned for this purpose.

Use Custom Image: select this option if you would like to pick an image to use for the E-mail a Friend button. Enter the path to the image in the field to the right. If you don't know the path to the file, click the folder icon to the right of the field to browse for it.

9. If you would like the Product Bot to allow a customer to add the item to their Saved Cart, check the **Save to Cart** button, then choose one of the following options:

Use Design Default Image: select this option if you would like the Save to Cart button to use the default button image assigned for this purpose.

Use Custom Image: select this option if you would like to pick an image to use for the Save to Cart button. Enter the path to the image in the field to the right. If you don't know the path to the file, click the folder icon to the right of the field to browse for it.

10. Use the options under **Add to Page** to decide what additional information about the product will be added to the page with the Product Bot. The available options are described in more detail in the following section.

11. Click **Add to Page**.

ADDING PRODUCT INFORMATION TO A PAGE

The options under the Add to Page section of the Product Bot Creator can be used to add information about a product item to a page along with a Product Bot. This information will be added as dynamic data elements which can be moved about and manipulated using FrontPage and Dreamweaver's regular design tools. Most of these options are self-explanatory, for instance, if you select Product Code, the item's Product Code will be added to the page; if you select Small Image, the Small Image will be added to the page, and so forth. Some options, however, require slightly more explanation.

Note: selecting Link to Detail Page under any of the Add to Page options will cause that option to become a hyperlink that, when clicked, will display a Dynamic Product Page for the item.

Product Detail Link: select this option to display a link that will generate a Dynamic Product Page for the item when it is clicked. Enter the text for the hyperlink in the field below this option.

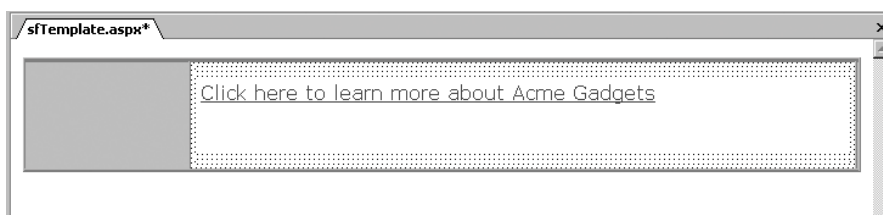
Dynamically Generating Product Pages

The instructions below describe how to create hyperlinks using the Link Creator that, when clicked on, will cause a Dynamic Product Page to be output.

1. Use FrontPage or Dreamweaver to open the page you wish to add the link to. Place your cursor at the point on the page where you wish to insert the link.
2. In FrontPage, click the **StoreFront 6.0** menu and select **Insert StoreFront Objects>>Dynamic Link**. In Dreamweaver, open the **StoreFront 6.0** category of the Objects panel (Dreamweaver 4) or Insert bar (Dreamweaver MX) and choose the  icon.
3. Provide the information required to connect to the store's database. For more information, see *Connecting the StoreFront Client Tools to a Database*, page 17.
4. Select **Dynamic Product Page**.
5. Under Select a Product, choose the product item you would like to display on the Dynamic Product Page.
6. Choose one of the following link types:

Use Text Link: choose this option to create a text hyperlink. Enter the text for the hyperlink in the Link Text field to the right.

Use Image Link: choose this option to add a hyperlinked image to the page. Enter the relative path to the image in the **Image Path** field to the right.



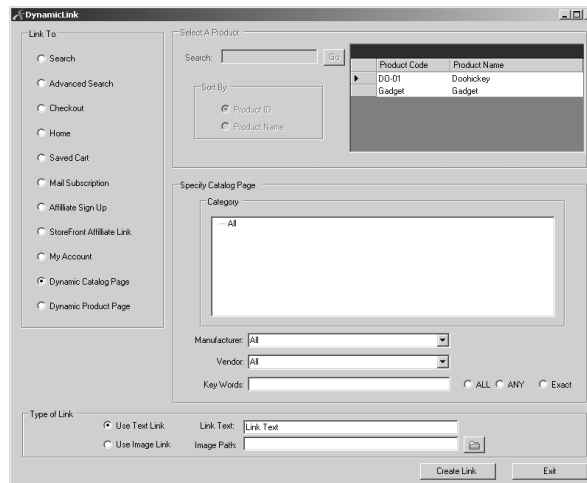
7. Click **Create Link** to add the link to the page.

Dynamically Generating a Catalog Page

The instructions below describe how to create hyperlinks using the Link Creator that, when clicked on, will cause a Dynamic Catalog Page to be output.

1. Use FrontPage or Dreamweaver to open the page you wish to add the link to. Place your cursor at the point on the page where you wish to insert the link.

2. In FrontPage, click the **StoreFront 6.0** menu and select **Insert StoreFront Objects>>Dynamic Link**. In Dreamweaver, open the **StoreFront 6.0** category of the Objects panel (Dreamweaver 4.0) or Insert bar (Dreamweaver MX) and choose the  icon.
3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.



The **Dynamic Link** dialog box is used to configure a dynamic link. It contains the following sections:

- Link To:** A list of link types including Search, Advanced Search, Checkout, Home, Saved Cart, Mail Subscription, Affiliate Sign Up, StoreFront Affiliate Link, My Account, **Dynamic Catalog Page** (selected), and Dynamic Product Page.
- Select A Product:** A search field with a **Go** button and a **Sort By** dropdown menu with options for Product ID and Product Name. A table below shows product data:

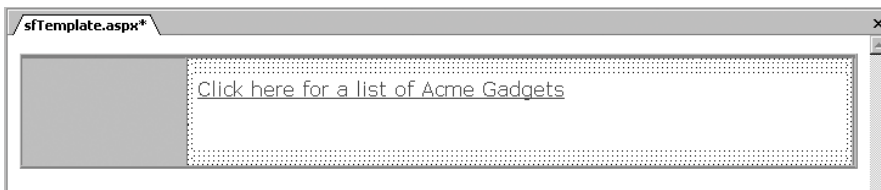
Product Code	Product Name
D0-01	Doodhickey
Gadget	Gadget
- Specify Catalog Page:** A **Category** dropdown menu set to **All**. Below it are dropdown menus for **Manufacturer** (set to **All**) and **Vendor** (set to **All**), and a **Key Words** text field. Radio buttons for **ALL** (selected), **ANY**, and **Exact** are also present.
- Type of Link:** Radio buttons for **Use Text Link** (selected) and **Use Image Link**. The **Link Text** field contains **Link Text**, and the **Image Path** field is empty.

Buttons for **Create Link** and **Exit** are at the bottom right.

4. Select **Dynamic Catalog Page**.
5. Use the options under the **Specify Catalog Page** section to enter the criteria which will be used to determine which items are displayed on the Catalog Page. Only items matching the criteria you set forth here will be displayed.
6. Choose one of the following link types:

Use Text Link: choose this option to create a text hyperlink. Enter the text for the hyperlink in the **Link Text** field to the right.

Use Image Link: choose this option to add a hyperlinked image to the page. Enter the relative path to the image in the **Image Path** field to the right.



7. Click **Create Link** to add the link to the page.

Inserting Dynamic Links

The StoreFront Link Creator can be used to create specialized hyperlinks that you'll find useful as you design and construct your web store's pages. Some of these links, such as Checkout, should be available on every page in your store. The available link types are:

Affiliate Sign Up Link: the webmasters of other sites or the owners of other web stores can click this link to visit your site's `affsignin.aspx` page, where they can register to become Affiliate Partners or, if they are already Affiliate Partners, view their account information and referral statistics.

Checkout Link: when customers click a checkout link, they will go to your site's `shoppingcart.aspx` page where they can review the current contents of their order and begin the checkout process.

Advanced Search Link: a link to your store's advanced search engine (`search.aspx`). Customers can use the advanced search engine to search your inventory for products using a variety of criteria.

Home Link: customers can click this link to return to your web store's home page.

Link to My Account: customers can click this link to go to your store's `CustSignIn.aspx` page where they will be able to log in and view their account information, including order history and stored billing and shipping addresses.

Mail Subscription Link: customers can click this link to go to your store's `custedit.aspx` page where they can sign up for your store's mailing list. After a customer has signed up for the mailing list, you can send them e-mails using the Promotional Mailer (see page 211).

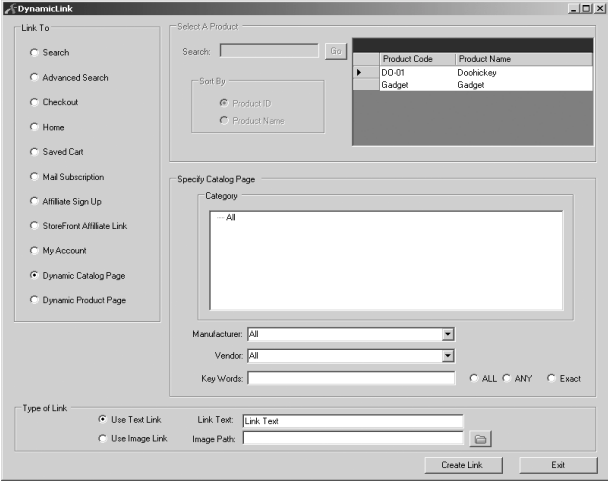
StoreFront Affiliate Link: if you are a member of the StoreFront Affiliate Program, you can refer customers from your site to www.StoreFront.net and, if these customers purchase StoreFront software or services, you will receive a commission. Follow the instructions below to use the StoreFront Link Creator to add a StoreFront Affiliate link to one of your store's pages. You must sign up for the StoreFront Affiliate Program before you can use this feature. Visit <http://partners.storefront.net/storefront/programs/affiliates.htm> for more information.

Saved Cart Link: when customers click this link, they will be taken to your site's `savedcart.aspx` page where they can view the items stored in their Saved Cart.

Follow the instructions below to use the StoreFront Link Creator to add one of these links to one of your store's pages.

1. Use FrontPage or Dreamweaver to open the page you wish to add the link to. Place your cursor at the point on the page where you wish to insert the link.

2. In FrontPage, click the **StoreFront 6.0** menu and select **Insert StoreFront Objects>>Dynamic Link**. In Dreamweaver, open the **StoreFront 6.0** category of the Objects panel (Dreamweaver 4) or Insert bar (Dreamweaver MX) and choose the  icon.
3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.



Product Code	Product Name
DO-01	Doodhickey
Gadget	Gadget

4. Select the link you wish to add to the page.
5. Choose one of the following link types:
 - Use Text Link:** choose this option to create a text hyperlink. Enter the text for the hyperlink in the **Link Text** field to the right.
 - Use Image Link:** choose this option to add a hyperlinked image to the page. Enter the relative path to the image in the **Image Path** field to the right.
6. Click **Create Link** to add the link to the page.

Inserting Dynamic Content Controls

One of the page design tools installed by StoreFront allows you to add useful ASP.NET HTML and server controls to your store's pages. "Controls" are essentially reusable blocks of ASP.NET and HTML code that can be used by multiple pages to perform a specific function. In the case of StoreFront, the controls you can add to your pages are the Search Control, which will allow customers to conduct keyword searches of your inventory; the LivePerson control, which will allow customers to open a chat conversation with you (see pg. 148 for more information) and the Dynamic Cart Control, which will display the current contents of the customer's order. Follow the instructions below to add a Control to one of your store's pages.

Note: in order for a Dynamic Content Control to function correctly, the page it is added to must be created using the Product Page Template or converted to support Product Bots and other StoreFront components (see page 107).

1. Use FrontPage or Dreamweaver to open the page you wish to add the control to.
2. Place your cursor at the point on the page where you wish to insert the control.
3. In FrontPage, click the **StoreFront 6.0** menu and select **Insert StoreFront Objects>>Cart Control** to insert a Cart Control, **Insert StoreFront Objects>>LivePerson Control** to insert a LivePerson Control, or select **Insert StoreFront Objects>>Search Control** to insert a Search Control. In Dreamweaver, open the **StoreFront 6.0** category of the Objects panel (Dreamweaver 4) or Insert bar (Dreamweaver MX) and choose the  icon to insert a Cart Control, choose the  icon to insert a LivePerson Control, or choose  to insert a Search Control.

Catalog and Product Page Design

The appearance of your store's dynamic Catalog and Product Pages and the content that they display can be controlled through the Catalog Design tools. These tools, which plug into FrontPage and Dreamweaver, allow you to make changes to the design of these pages which will instantly be reflected throughout the store. Their function is very similar to that of the General Design Tools which were discussed in Chapter 3, page 41. See the following sections for more information.

Note: keep in mind that Catalog and Product pages are still subject to the control of the design template that is managed using the General Design tools. If you don't find the design instructions you're looking for in the following sections, try *Store Design*, page 41.

DESIGNING A CATALOG PAGE TEMPLATE

Catalog Pages are dynamic pages listing multiple products, such as search results pages and pages that are output when a customer clicks a Dynamic Catalog Page link. You can control the appearance of these pages and their content by using the Catalog Design tools. Read the instructions below for more information.

1. Open your web store in FrontPage or Dreamweaver.

FrontPage Users: Click **File** and select **Open Web**.

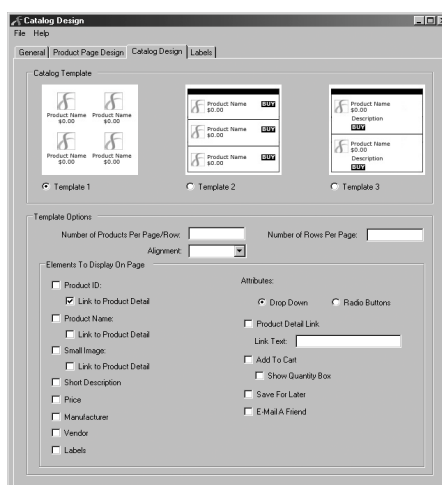
Enter the URL to your web in the **Folder Name** field.

Click **OK**.

Dreamweaver Users: Click **Site** and select **Open Site**.

Select the site containing your store.

2. Click the **StoreFront 6.0** menu and select **Design and Layout>>Catalog Design**.
3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.
4. Click the **Catalog Design** tab.



5. The **Catalog Template** section of the interface will list available layout types for dynamic Catalog Pages. After examining the thumbnails, choose a layout.
6. Using the **Number of Products per Page/Row** and **Number of Products Per Page** options, choose how many products you would like displayed on each Catalog Page.
7. Using the **Alignment** option, choose how you would like the content on dynamic Catalog Pages aligned.

8. Using the options under **Elements to Display on Page**, choose the content you would like to display for each product item listed on a dynamic Catalog Page. The available options are:

Product Code	Displays each item's Product Code. The Product Code can be linked to a Dynamic Product Page by selecting Link to Product Detail .
Product Name	Displays each item's Name. The Product Name can be linked to a Dynamic Product Page by selecting Link to Product Detail .
Small Image	Displays the Small Image (if any) associated with each item. The Small Image can be linked to a Dynamic Product Page by selecting Link to Product Detail .
Short Description	Displays each item's Short Description.
Price	Displays each item's Price.
Manufacturer	Displays the Manufacturer each item is assigned to.
Vendor	Displays the Vendor each item is assigned to.
Labels	Displays the Labels assigned to each piece of product information displayed on a Dynamic Product Page (see <i>Setting Output Labels</i> , page 123).
Attributes	Displays the Attributes (if any) for each item.
Product Detail Link	Check this option to display a link to a Dynamic Product Page for each item. Enter the text for the hyperlink in the Link Text field; i.e. "View Product Details."
Add to Cart	Check this option to display an Add to Cart button for each item on the dynamic Catalog Page. If you'd also like to display a Quantity Box for each item, check Show Quantity Box . If you don't choose to display the Quantity Box, the Add to Cart button will add a default quantity of 1 to the customer's cart when it is clicked.
E-mail a Friend	Check this option to display the E-mail a Friend button for each item on the Catalog Page. Customers will be able to click this button to use the E-mail a Friend feature. For more information about the E-mail a Friend tool, see <i>E-mail a Friend</i> , page 65.

Saved Cart Check this option to display the Saved Cart button for each item on the Catalog Page. Customers can click this button to add the item to their Saved Cart. To learn more about the Saved Cart, see *Saved Cart*, page 121.

9. When you're finished, click **File** and select **Save**.

Designing a Product Page Template

Dynamic Product Pages are created when a customer clicks a link to your store's Product Detail page (one either created using the Link Creator or from a Catalog Page). You can alter the design template used by these pages through the Catalog Design tools.

1. Open your store in FrontPage or Dreamweaver.

FrontPage Users: Click **File** and select **Open Web**.

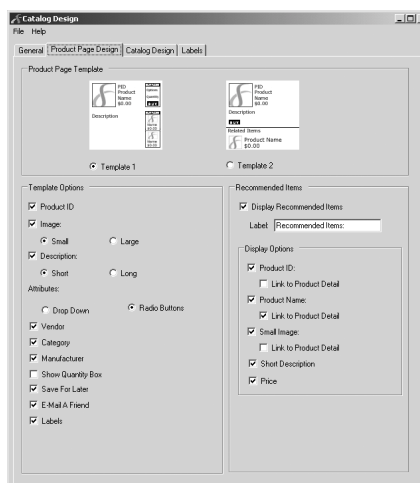
Enter the URL to your web in the **Folder Name** field.

Click **OK**.

Dreamweaver Users: Click **Site** and select **Open Site**.

Select the site containing your store.

2. Click **StoreFront 6.0** and select **Design and Layout>>Catalog Design**.
3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.
4. Click the **Product Page Design** tab.



5. The Product Page Template section of the interface will list available layout types for dynamic Product Pages. After examining the thumbnails, choose the layout you prefer.
6. Use the options under Elements to Display on Page to choose what content you would like to display on dynamic Product Pages. You can choose any of the following options:

Product Code	Displays an item's Product Code.
Image	Displays an image associated with an item. Select Small or Large to determine which image is displayed.
Description	Displays an item's description. Select Long or Short to determine which description is displayed.
Attributes	Displays an item's Attributes. Select Drop Down or Radio Buttons to control the fashion in which Attributes are displayed (affects Merchant Defined Attributes only).
Vendor	Displays the Vendor an item is assigned to.
Category	Displays the Category under which an item is classified.
Manufacturer	Displays the Manufacturer an item is assigned to.
Show Quantity Box	Displays an input field labeled "Quantity" to allow customers to enter the quantity of an item they wish to purchase. If you don't choose to display the Quantity Box, the Add to Cart button will add a default quantity of 1 to the customer's cart when it is clicked.
Saved Cart	Displays a Save To Cart button that will allow customers to add the item to their Saved Carts.
E-mail a Friend	Displays an E-mail a Friend button that can be used to load the E-mail a Friend tool.
Labels	Displays the Labels assigned to each piece of product information displayed on a Dynamic Product Page (see <i>Setting Output Labels</i> , page 123).

7. If you would like to display a product's Recommended Items on dynamic Product Pages, check **Display Recommended Items**, enter in the **Label** field the heading text that will be displayed at the top of the Recommended Item list, and use the checkboxes under Display Options to control what information is displayed for recommended Items. The available options are:

Product Code	Displays the Product Code for each Recommended Item. If you would like the Product Code to be a hyperlink to a Dynamic Product Page for the item, check Link to Product Detail .
Product Name	Displays the Name of each Recommended Item. If you would like the Product Name to be a hyperlink to a Dynamic Product Page for the item, check Link to Product Detail .
Small Image	Displays the Small Image for each Recommended Item. If you would like the Small Image to be a hyperlink to a Dynamic Product Page for the item, check Link to Product Detail .
Short Description	Displays each Recommended Item's Short Description.
Price	Displays the Price of each Recommended Item.

8. Click **File** and select **Save**.

Other Design Options

Besides giving you a way to control the design templates used by Catalog and Product Pages, you can also use the Catalog Design tools to control other related options and behaviors, such as what labels are used to refer to commonly used pieces of product information and how confirmation messages are displayed when a customer adds an item to his or her cart. Read the following sections for more information.

COMPOSING A CONFIRMATION MESSAGE

Every time a customer orders an item from your store by clicking the "Add to Cart" button on a Product Bot, a confirmation message will be displayed to verify that the item was successfully added to the order. You can control the content of this message through the Catalog Design tools.

1. Open your web store in FrontPage or Dreamweaver.

FrontPage Users: Click **File** and select **Open Web**.

Enter the URL to your web in the Folder Name field.

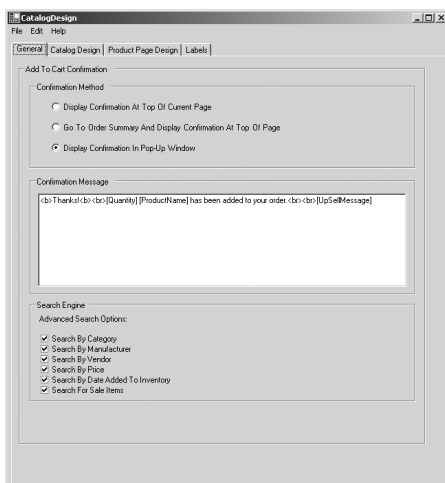
Click **OK**.

Dreamweaver Users: Click **Site** and select **Open Site**.

Select the site containing your store.

2. Click the **StoreFront 6.0** menu and select **Design and Layout>>Catalog Design**.

3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.
4. Click the **General** tab.



5. Enter the text of the confirmation message in the **Confirmation** field. If you like, you can enter HTML in this field to exert additional control over the style and formatting of the message. You can also use the following dynamic data tags to display the quantity of the item order, the name of the item, and the item's confirmation message: [PID] [ProductName] [ProductAttributes] [ProductPrice] [ProductQuantity].

Note: for more information about dynamic data elements, see *Inserting Dynamic StoreFront Data Elements*, page 255.

6. Click **File** and select **Save**.

CHOOSING A CONFIRMATION TYPE

Besides controlling the actual content of the confirmation message, you can also control the way in which it is displayed to your store's customers.

1. Open your web store in FrontPage or Dreamweaver.

FrontPage Users: Click **File** and select **Open Web**.

Enter the URL to your web in the **Folder Name** field.

Click **OK**.

Dreamweaver Users: Click **Site** and select **Open Site**.

Select the site containing your store.

2. Click the **StoreFront 6.0** menu and select **Design and Layout>>Catalog Design**.
3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.
4. Click the **General** tab.



5. Choose one of the following options from the **Confirmation Method** section:

Display Confirmation at Top of Current Page: when this option is selected, confirmation messages will be displayed at the top of the same page that the product item was ordered from.

Go to Order Summary and Display Confirmation at Top of Page: when this option is selected, the customer will immediately be sent to `shoppingcart.aspx` after ordering an item. The confirmation message will be displayed at the top of `shoppingcart.aspx`.

Display Confirmation in Pop-up Window: when this option is selected, confirmation messages will be displayed in a pop-up window that opens when customers add an item to their cart.

6. Click **File** and select **Save**.

Configuring Advanced Search Engine Options

Your store contains two search engines, both of which are accessed through the search.aspx page. The first allows customers to search your inventory using only two criteria: keyword and product Category. The second, more advanced search engine, allows customers to use these in addition to several other criteria to perform more detailed and discriminating searches. You can control the criteria available to customers at the advanced search engine by using the Catalog Design tools.

1. Open your web store in Dreamweaver or FrontPage.

FrontPage Users: Click **File** and select **Open Web**.

Enter the URL to your web in the Folder Name field.

Click **OK**.

Dreamweaver Users: Click **Site** and select **Open Site**.

Select the site containing your store.

2. Click the StoreFront 6.0 menu and select **Design and Layout>>Catalog Design**.
3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.



4. Available search criteria will be listed under the Search Engine section of the General tab. To enable searching by a certain criteria, check it. To disable a certain search criteria, uncheck it. The available search criteria options are listed and described below:

Search by Category: allows customers to search for items in a specific Category or Subcategory.

Search by Manufacturer: allows customers to search for items assigned to a specific Manufacturer.

Search by Vendor: allows customers to search for items assigned to a specific Vendor.

Search by Price: allows customers to search for items within a certain price range.

Search by Date Added to Inventory: allows customers to search for only those items added to the inventory within a certain date range.

Search for Sale Items: allows customers to search for only those items that are on sale.

5. Click **File** and select **Save**.

SETTING OUTPUT LABELS

You can change the labels used to refer to commonly displayed elements and information on your store's pages. Changes to the output labels will be reflected on dynamic Catalog Pages and Product Pages, Product Pages created using the Product Bot Creator, and all of your store's pre-constructed StoreFront pages (such as the search engine and the pages that compose the checkout process).

1. Open your web store in Dreamweaver or FrontPage.

FrontPage Users: Click **File** and select **Open Web**.

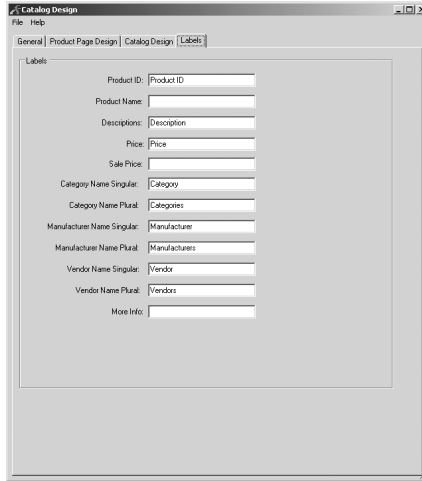
Enter the URL to your web in the **Folder Name** field.
Click **OK**.

Dreamweaver Users: Click **Site** and select **Open Site**.

Select the site containing your store.

2. Click the **StoreFront 6.0** menu and select **Design and Layout>>Catalog Design**.

3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.
4. Click the **Labels** tab.



The screenshot shows the 'Catalog Design' application window. The 'Labels' tab is selected, displaying a list of labels with their corresponding input fields. The labels and their values are:

Label	Value
Product ID	Product ID
Product Name	
Description	Description
Price	Price
Sale Price	
Category Name Singular	Category
Category Name Plural	Categories
Manufacturer Name Singular	Manufacturer
Manufacturer Name Plural	Manufacturers
Vendor Name Singular	Vendor
Vendor Name Plural	Vendors
More Info	

5. You can change the labels for the following items: Product ID, Description, Price, Category Name Singular, Category Name Plural, Manufacturer Name Singular, Manufacturer Name Plural, Vendor Name Singular, and Vendor Name Plural.
6. When you're finished, click **File** and select **Save**.

Chapter 6: Setting Business Rules



Chapter 6: Setting Business Rules

CHAPTER OVERVIEW

Your store's "business rules" are the configuration settings that control things like how tax and shipping are calculated for orders, the appearance and content of the auto-generated e-mails sent by the store, and what currency type the store uses. We'll discuss the configuration of your store's various business rules in this chapter.

Language/Currency Selection

Your store's currency type, the format used for dates, and other characteristics are determined by the store's selected LCID. LCID is an acronym for Locale Identifier and is used by web applications like StoreFront to determine region-specific settings. A StoreFront web store can be configured to use any of the LCIDs supported by Windows. Follow the instructions below to choose the LCID for your store.

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Localization**.
3. Click **Language and Currency Settings**.
4. Select the country where you are located from the **Home Country** menu.
5. Select the currency type you'd like to use in your web store from the **Currency Type** (LCID) menu.
6. Click **Save**.
7. To see these changes reflected on your store's pages immediately, click **Apply to Site** in the left navigation menu.

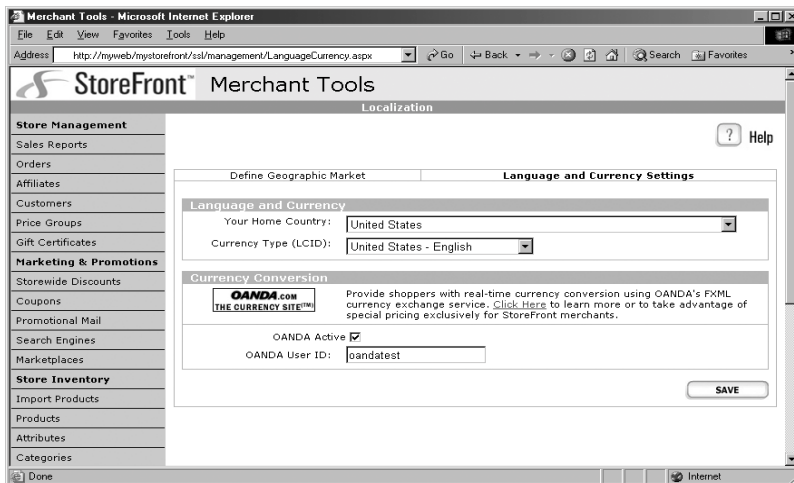
Currency Conversion

Only one LCID can be selected at a time, but you can configure your web store to provide customers with an instant currency conversion service through OANDA (www.oanda.com). When currency conversion is enabled, a "Convert!" icon will appear next to any price or other monetary amount displayed on your store's pages. When a customer clicks this icon, a small pop-up window will open, displaying a list of different countries and currency types. The customer will then select a preferred country/currency and the store will display prices in that currency.

Note: use of the currency conversion services requires an account with OANDA for the FXML service.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Localization**.

3. Click **Language and Currency Settings**.



4. Click the **Sign up!** link next to the OANDA logo.
5. Establish an account with OANDA for the FXML service. After you have completed the registration process, you will be provided with an OANDA User ID.
6. Enter your **OANDA User ID** in the field of the same name under the **Language and Currency Settings** interface.
7. Click **Save**.
8. To see these changes reflected on your store's pages immediately, click **Apply to Site** in the left navigation menu.

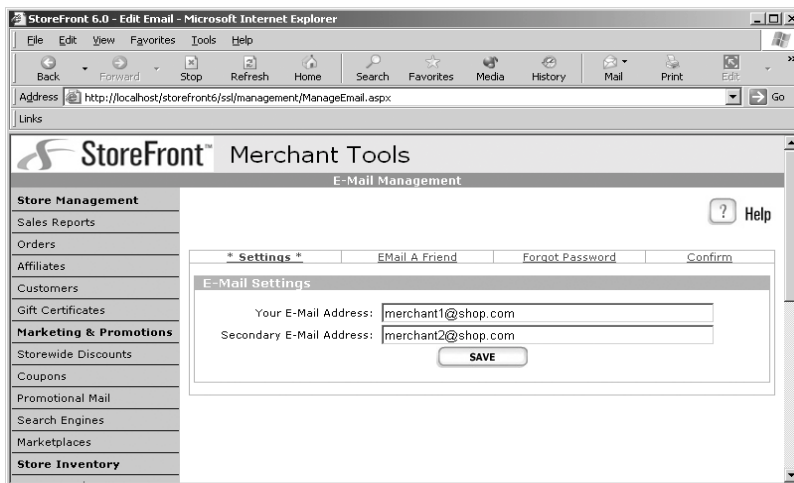
Mail Services

There are several situations in which your store will automatically build and send one or more e-mails. E-mails are sent when a customer completes an order, when a customer has forgotten a password and needs an e-mail reminder, when the E-mail a Friend tool is used, and when an item in your inventory is almost out of stock. You can use the Merchant Tools to control the content and appearance of the e-mail templates used for these e-mails. You can also use them to configure a variety of options related to your store's mail services. Read the following sections for more information.

CONFIGURING MAIL SETTINGS

The E-Mail Settings menu collects the e-mail addresses where order confirmation and low stock notification e-mails will be sent. Read the instructions below for more information.

1. Use a browser to open your web store's **Merchant Tools**.
2. In the left navigation menu, click **E-Mail**.

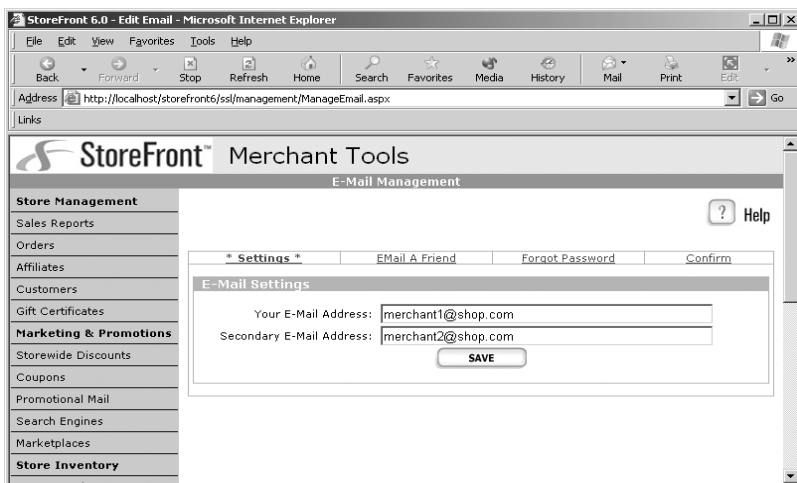


3. Click **Settings**.
4. Enter your primary email address in the **Your E-Mail Address** field.
5. If there is a second email address where you'd like to receive duplicate e-mails, enter it in the **Secondary E-Mail Address** field.
6. Click **Save**. To see these changes applied to your store immediately, click **Apply to Site**.

MODIFYING THE E-MAIL TEMPLATES

You can control the design of the e-mail templates used for confirmation e-mails, forgotten password e-mails, low stock alert e-mails, and E-mail a Friend e-mails. Read the instructions below for more information.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **E-mails**.



3. Click the link for the e-mail template you wish to modify. The choices are:

E-Mail a Friend	used for e-mails sent using the E-Mail a Friend tool.
Forgot Password	used when a customer has forgotten their password to your store and needs it e-mailed to them.
Confirmation E-mail	used for the confirmation e-mails that are sent to yourself and the customer when an order is completed.
4. In the **Subject** field, enter the text which will be used as the subject for the e-mail template.
5. To use a plain text e-mail template, choose **Plain Text** from the **E-mail Type** field. To use rich text (HTML), choose **HTML**. Plain text e-mails are smaller and can be downloaded more quickly by your customers. HTML e-mails can be formatted using different text styles, images, and tables, but are generally larger than plain text and will take more time for your customers to download.

If you chose Plain Text: simply enter the body of the e-mail template in the Message field. This will be in addition to any text added by the customer when they send the e-mail. You can also insert dynamic data tags. (see page 255 for more information).

If you chose HTML:

a WYSIWYG HTML editor will load to assist you in the composition of your e-mail template by providing tools for the creation of tables and hyperlinks, insertion of images, and formatting of text. You can find more information describing how to use these tools under *Appendix B: HTML E-mail Design Tools*, page 255.

6. After you've finished making changes to the e-mail template, click **Save**.
7. To see these changes reflected in your store immediately, click **Apply to Site** in the left navigation menu.

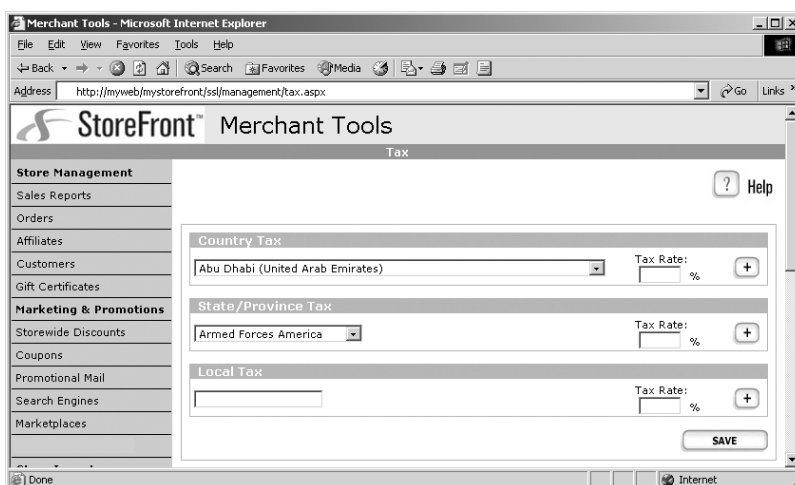
Note: the HTML E-Mail design tools will only be available to you if you're using Internet Explorer 5.0 or later to access the Merchant Tools. Otherwise, any HTML you choose to enter into an e-mail template must be written manually.

Setting Tax Rates

Your web store can be configured to charge tax on three levels: state, country, and postal code. The Tax interface can be used to add, delete, or modify tax rates. If you have questions about taxation laws and requirements, contact your local Chamber of Commerce. To learn more, read the following sections.

SETTING COUNTRY TAX RATES

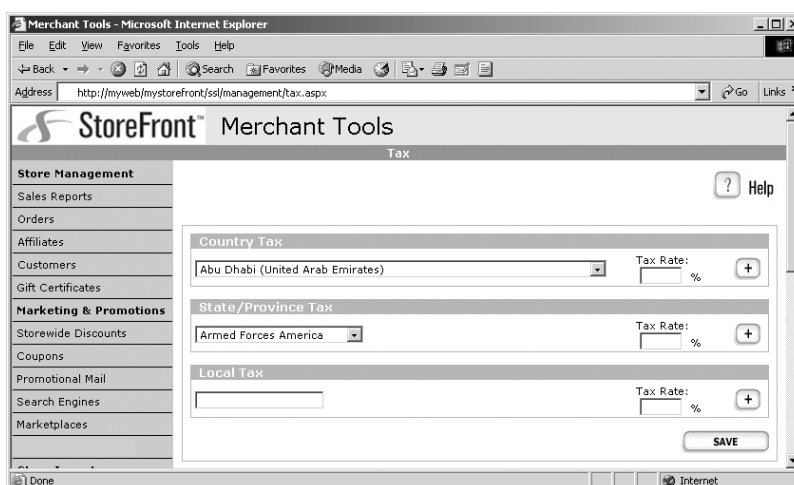
1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Tax**.



3. Select the Country you wish to tax in the bottom-most field under the **Country Tax** section.
4. In the **Tax Rate** field to the right, enter the tax rate you would like to apply to orders shipped to this country. For example, to tax 6.35%, enter 6.35.
5. Click the  button.
6. Click **Save**. Repeat these steps for each tax rate you wish to add.

SETTING STATE/PROVINCE TAX RATES

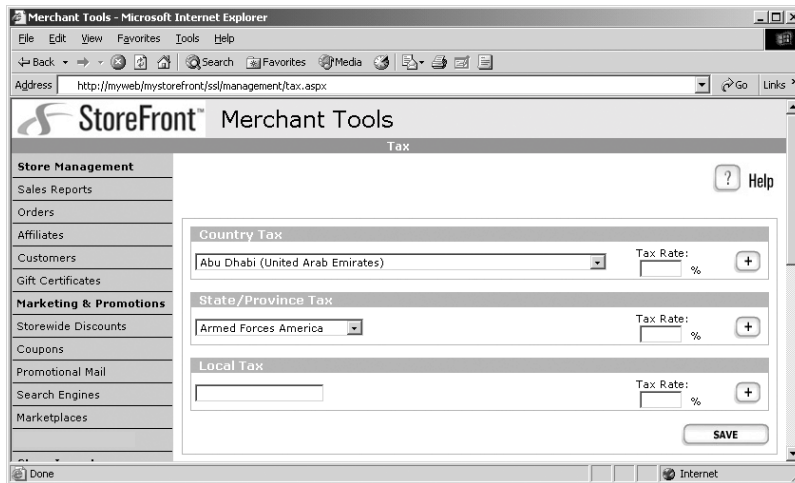
1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Tax**.



3. Under the **State/Province Tax** section, select the state or province you'd like to tax.
4. In the **Tax Rate** field to the right, enter the tax rate you would like to apply to orders shipped to this state or province. For example, to tax 6.35%, enter 6.35.
5. Click the  button.
6. Click **Save**. Repeat these steps for each tax rate you wish to add.

SETTING LOCAL TAX RATES

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Tax**.



3. Enter the postal code you wish to tax in the bottom-most field under the **Local Tax** section.
4. In the **Tax Rate** field to the right, enter the tax rate you would like to apply to orders shipped to this postal code. For example, to tax 6.35%, enter 6.35.
5. Click the  button.
6. Click **Save**. Repeat these steps for each tax rate you wish to add.

Configuring Shipping Calculation

A notable difference between e-commerce retail and traditional retail stores is the importance of shipping calculation. In conventional retail, most business comes from person-to-person sales where merchandise is exchanged on the spot and there is no need to transport items. In e-commerce, however, items must be shipped from the merchant's distribution center to the customer. It's very important that shipping costs for orders be calculated accurately to prevent them from cutting into profits. To help ensure this, StoreFront 6.0 provides three different methods of shipping cost calculation to suit different inventory and business types. The three shipping methods are:

Product Based Rates: Product Based Rates is the simplest method of shipping rate calculation supported by StoreFront. It charges a flat fee for each product item in an order. The fee charged per unit of each item is the value entered as that item's Ship Price (see page 89).

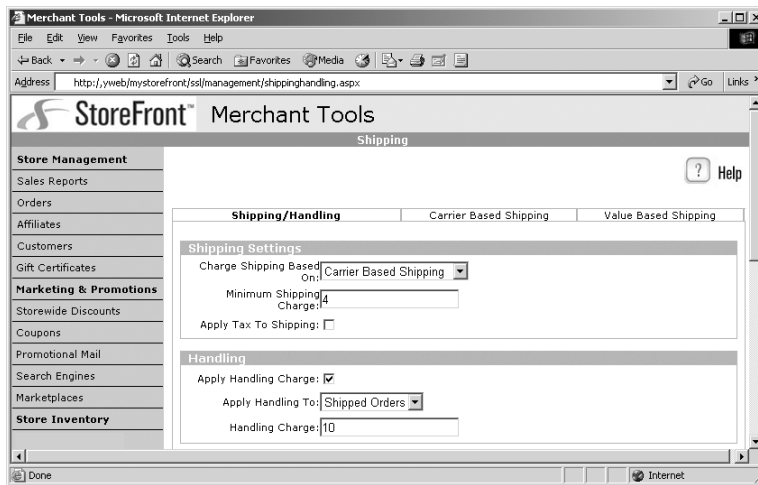
Value Based Rates: Value Based Rates calculates the shipping fee for an order based on the total cost of the items in the order. Value Based Rates is configured by specifying a range of order totals, followed by the amount that will be charged as shipping for orders that fall within that range.

Carrier Based Rates: Carrier Based Rates is the most popular method of shipping rate calculation in StoreFront web stores. It allows customers to choose from a variety of shipping methods offered by UPS, USPS, FedEx, CanadaPost, and FreightQuote, then communicates with these shipping providers to get accurate, current rates based on the weight and dimensions of the product items in an order and the origin and destination of the shipment.

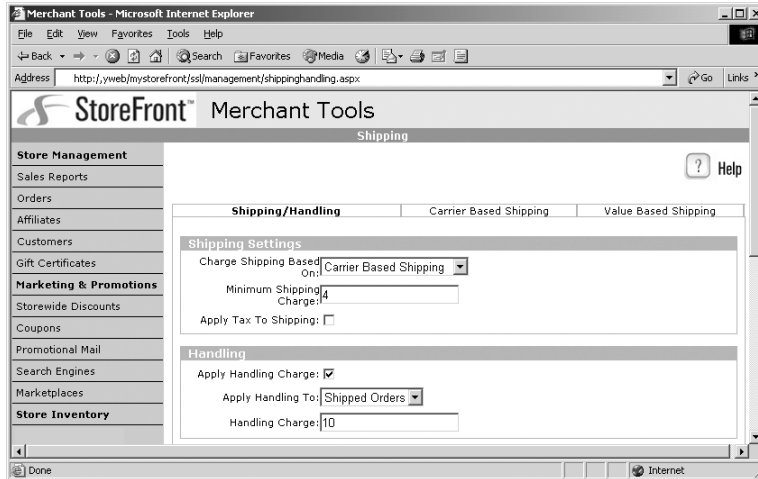
CARRIER BASED RATES

Before you begin configuring your store to use Carrier Based Rates, make sure that your host has installed the components necessary to support real-time rate calculation on the server where your site is hosted. At the time of publication, only FreightQuote requires the installation of a server component. This component can be downloaded from <http://partners.storefront.net/storefront/technical/downloads.htm>

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Shipping**.
3. Click **Shipping/Handling**.



4. Select **Carrier** from the **Charge Shipping Based On** menu.
5. Click **Save**.
6. Click **Carrier Based Shipping**.

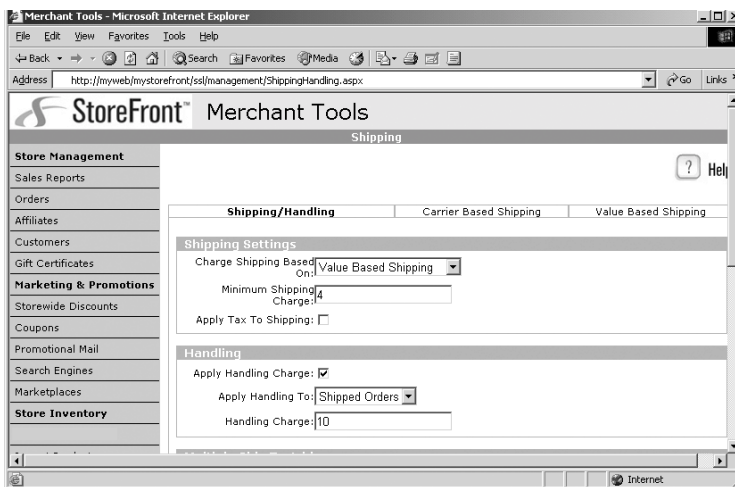


7. In the fields under the General section of the page, enter the City, State or Province, and Postal Code that products will be shipped from.
8. From the **Backup Shipping Method** field, select the shipping method which will be used if Carrier Based Rates fails.

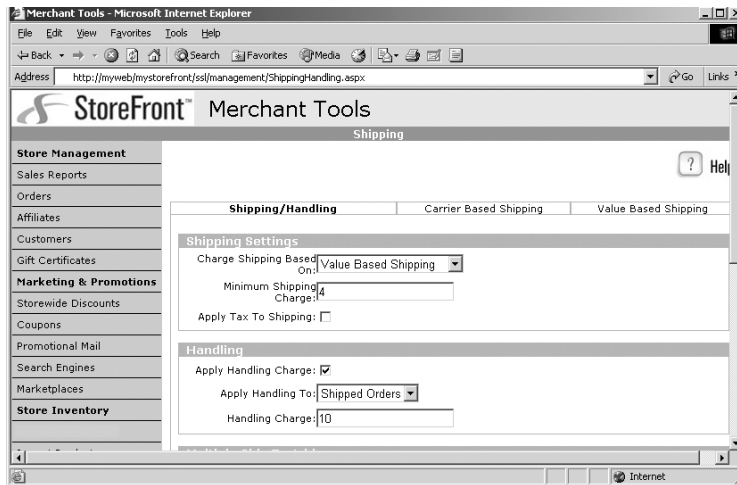
9. You must register with each shipping carrier whose services you wish to offer to your customers. To register with a provider, click that provider's registration link. After you complete the registration process, you will be given a user name only, user name and password, or registration ID and password which you will use to access the provider's rate calculation services.
 10. Enter this information in the provider's section of the **Carrier Based Shipping** menu and check the **Activate [Provider Name]** option.
 11. Click **Save**.
 12. After you register with a provider, you must decide which of the shipping services offered by the provider you will allow your customers to choose from. To do this, click the **Select Supported [Provider Name] Delivery Services** link under the provider's section of the **Carrier Based Shipping** menu. Check those shipping services you wish to offer to your customers; uncheck those you don't want to offer.
- Note:** you can also use this interface to modify the rate returned by a shipping service. To do this, simply change the multiplier displayed in the **Charge % of Returned Rate** field to right of its name. The default is 100. For example, to increase a rate by 15%, change the multiplier to 115.
13. Click **Save**. Repeat the previous step for each provider.
 14. To see these changes reflected in your store immediately, click **Apply to Site** in the left navigation menu.

CONFIGURING VALUE BASED RATES

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Shipping**.



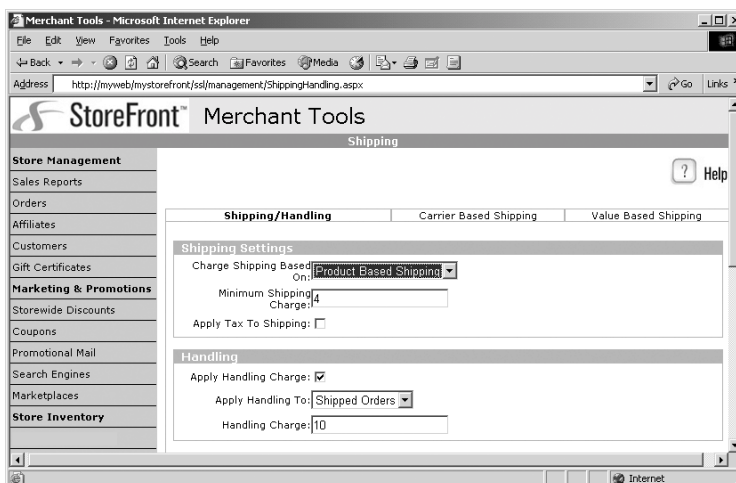
3. Select **Value Based** from the **Charge Shipping Based On** menu.
4. Click **Save**.
5. Click **Value Based Shipping**.



6. Enter the first level of the Value Based Shipping scheme. Each level should include the upper limit of the range of order totals that will be affected (For Orders Up To), and the amount of shipping that will be charged for orders that fall within that range (Shipping Charge).
7. To add the next level, click the **+** button.
8. Repeat steps 6 and 7 until you have created all the Value Based Shipping levels your store will require.
9. To see these changes reflected in your store immediately, click **Apply to Site** in the left navigation menu.

CONFIGURING PRODUCT BASED RATES

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Shipping**.



3. Select **Product Based** from the **Charge Shipping Based On** menu.
4. Click **Save**.
5. To see these changes reflected in your store immediately, click **Apply to Site** in the left navigation menu.

ADDITIONAL SHIPPING/HANDLING OPTIONS

In addition to the three basic methods of shipping cost calculation, your web store can also be configured to use any of three additional shipping cost options:

Premium Shipping: when Premium Shipping is activated, your web store's customers will be offered a Premium Shipping choice during the checkout process. If customers choose this option, they'll be charged an additional fee, the assumption being that they'll receive their order sooner. This option is only available in web stores where Value Based Rates or Product Based Rates is the selected method of shipping cost calculation.

Handling Charges: you can configure your web store to levy an additional charge for handling on every order. Handling charges are a good way to offset possible differences between calculated shipping costs and actual shipping costs.

Minimum Shipping Charges: when a Minimum Shipping Charge is set, the shipping charged for orders placed in your web store will never be less than the value entered as the Minimum Shipping Charge.

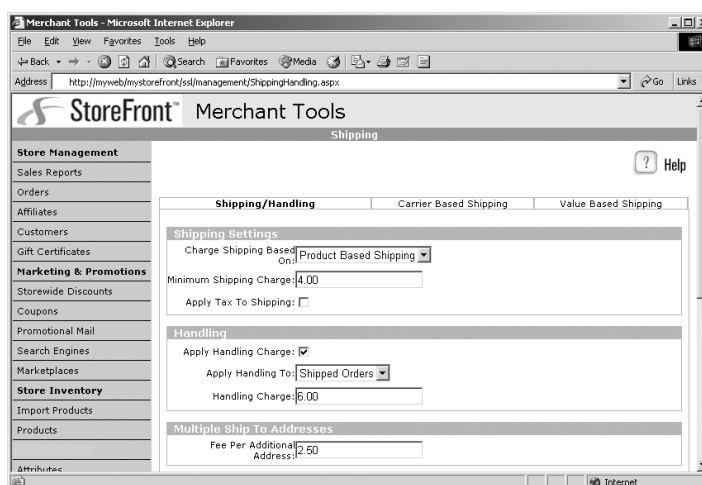
Multiple Shipping Address Fee: your customers can choose to ship the contents of an order to multiple addresses. If you like, you can configure your store to charge a flat fee for each additional shipping destination.

Read the following sections for more information about how to use these options.

Note: the same menu used to control these options is also used to control whether or not the cost of shipping is used in the calculation of tax for an order. To use shipping in tax calculation, check **Apply Tax to Shipping**. To charge tax based only on the cost of the items in the order, leave this option unchecked.

APPLYING A MINIMUM SHIPPING CHARGE

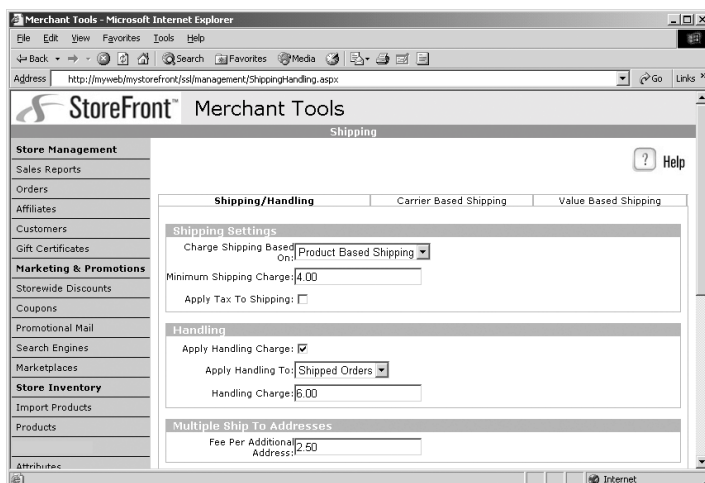
1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Shipping**.



3. Click **Shipping/Handling**.
4. Enter the amount of the minimum shipping charge in the **Minimum Shipping Charge** field.
5. Click **Save**.
6. To see these changes reflected in your store immediately, click **Apply to Site** in the left navigation menu.

APPLYING A HANDLING CHARGE

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Shipping**.



3. Click **Apply Handling Charge**.
4. Choose one of the following options from the **Apply Handling To:** menu.

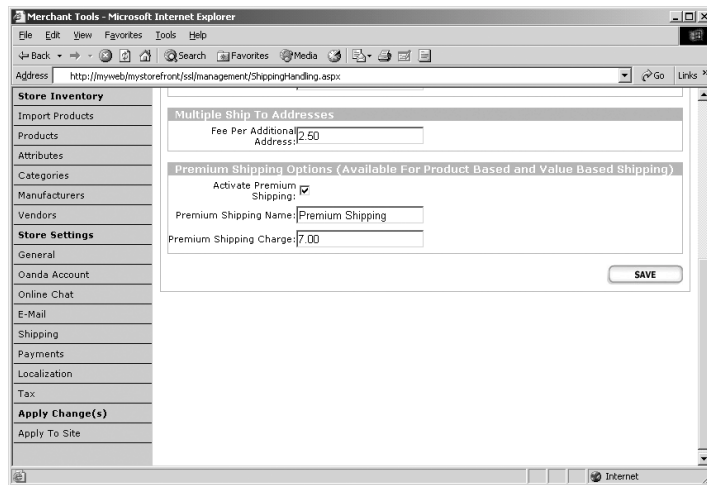
All Orders: if this option is selected, the handling charge will be applied to all orders. This includes orders of items that shipping is not normally applied to.

Shipped Orders: if this option is selected, the handling charge will be applied only to orders containing shippable products. Orders of products that shipping is not normally applied to will not receive the handling charge.
4. Enter the amount of the handling charge in the **Handling Charge** field.
5. Click **Save**.
6. To see these changes reflected in your store immediately, click **Apply to Site** in the left navigation menu.

OFFERING YOUR CUSTOMERS PREMIUM SHIPPING

Note: you can only use the Premium Shipping Option if your store is configured to calculate shipping costs using Product Based or Value Based Rates.

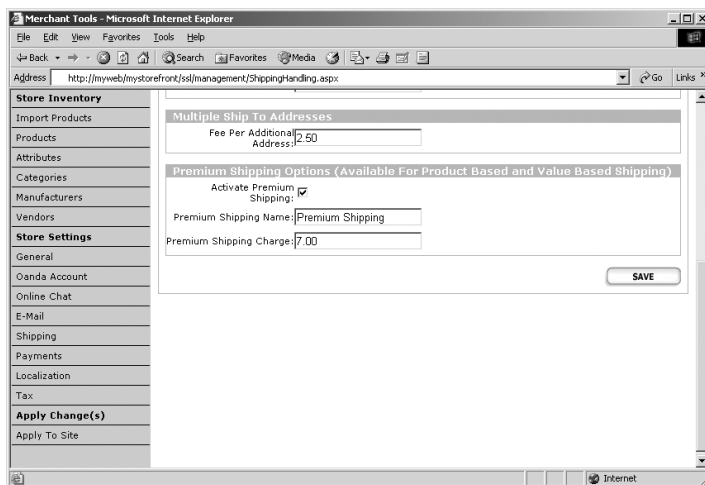
1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Shipping**.
3. Click **Shipping/Handling**.



4. Check **Activate Premium Shipping**.
5. In the **Premium Shipping Name** field, enter the name which will be used to refer to the premium shipping option when it is displayed on your store's checkout pages. For example, "Priority Shipping," "Premium Shipping," or "Express Delivery."
6. In the **Premium Shipping Charge** field, enter the additional amount which will be charged when a customer selects the premium shipping option.
7. Click **Save**.
8. To see these changes reflected in your store immediately, click **Apply to Site** in the left navigation menu.

CHARGING A MULTIPLE SHIPPING ADDRESS FEE

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Shipping**.
3. Click **Shipping/Handling**.



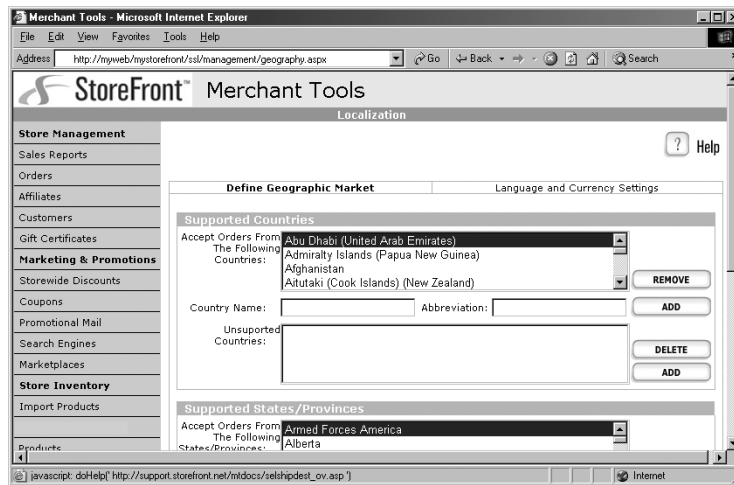
4. If you would like to charge a fee for each additional recipient, enter the amount of the fee in the **Fee Per Additional Address** field.
5. Click **Save**.

Selecting Supported Shipping Destinations

Part of the store's checkout process is designed to collect the shipping destination(s) for an order. As a part of this process, customers must choose the country and state or province where they want their order shipped. For some products and business types, it may not be practical to ship orders to every corner of the globe. For this reason, you can edit the lists of countries and states/provinces which customers are allowed to choose when entering shipping addresses. Read the following sections to learn more.

SELECTING SUPPORTED COUNTRIES

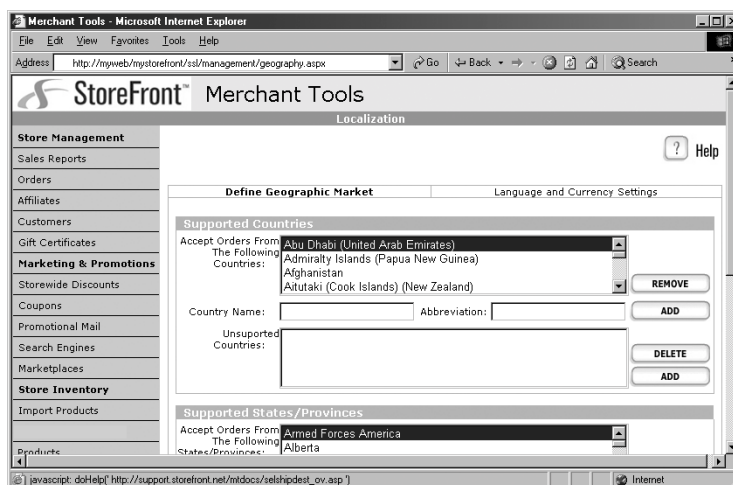
1. Use a browser to open your web store's **Merchant Tools**.
2. In the left navigation menu, click **Localization**.
3. Click **Define Geographic Market**.



4. The countries where your store currently ships orders are listed under **Accept Orders from the Following Countries**. To remove a country from this list, select it using your mouse pointer, then click **Remove**.
5. Countries where orders are not shipped are listed under **Unsupported Countries**. To move a country from this list to the list of supported countries, select it using your mouse pointer, then click **Add**.
6. If a country where you'd like to ship orders isn't listed under either the supported or unsupported lists, you can add it. To view instructions describing how to do this, see *Adding Countries*, page 146.
7. Click **Save**. To see these changes reflected in your store immediately, click **Apply to Site**.

SELECTING SUPPORTED STATES/PROVINCES

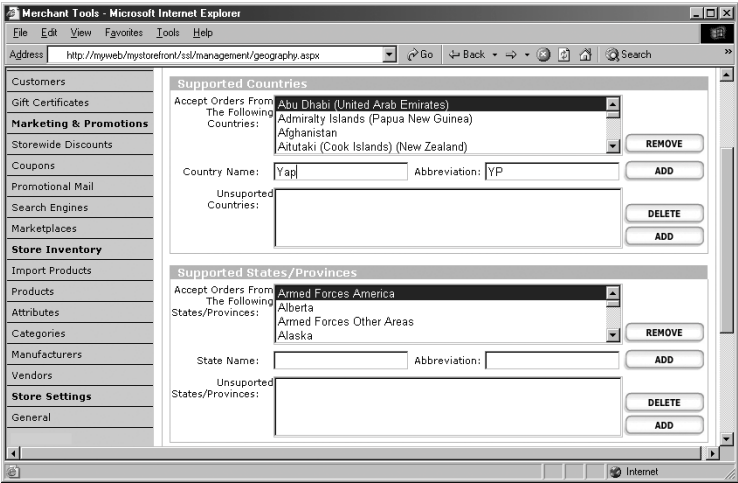
1. Use a browser to open your web store's **Merchant Tools**.
2. In the left navigation menu, click **Localization**.
3. Click **Define Geographic Market**.



4. The states and provinces where your store currently ships orders are listed under **Accept Orders from the Following States/Provinces**. To remove a state/province from this list, select it using your mouse pointer, then click **Remove**.
5. States and provinces where orders are not shipped are listed under **Unsupported States/Provinces**. To move a state/province from this list to the list of supported states/provinces, select it using your mouse pointer, then click **Add**.
6. If a state/province where you'd like to ship orders isn't listed under either the supported or unsupported lists, you can add it. To view instructions describing how to do this, see *Adding States/Provinces*, page 147.
7. Click **Save**. To see these changes reflected in your store immediately, click **Apply to Site**.

ADDING COUNTRIES

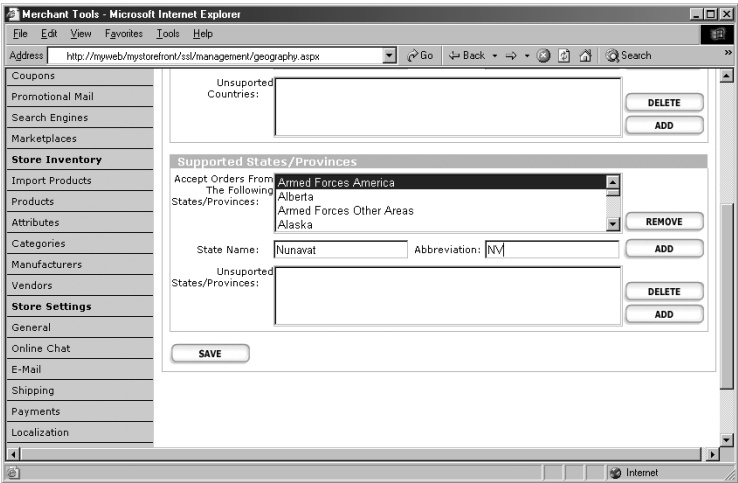
1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Localization**.



3. In the **Country Name** field, enter the name of the country you'd like to add. For example, *Yap*
4. Enter the country's abbreviation in the **Abbreviation** field. For example, *YP*
5. Click **Add New**. The country will be added to the list under **Unsupported Countries**.

ADDING STATES/PROVINCES

1. Use a browser to open your web store's **Merchant Tools**.
2. In the left Navigation menu, click **Localization**.

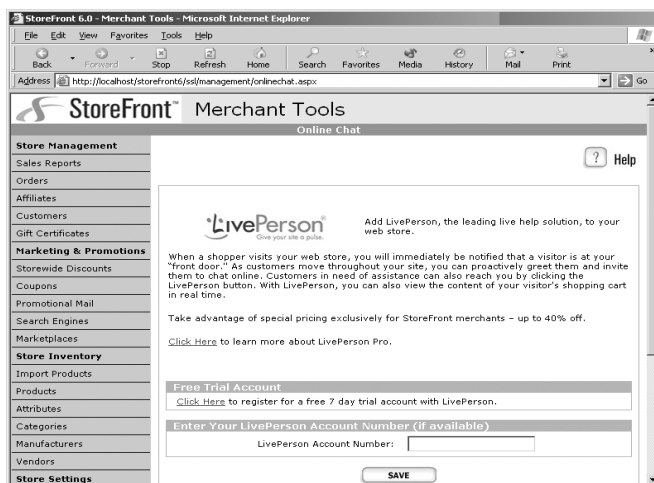


3. In the **State Name** field, enter the name of the state or province you'd like to add. For example, *Nunavat*
4. Enter the corresponding abbreviation in the **Abbreviation** field. For example, *NV*
5. Click **Add New**. The state or province will be added to the list under Unsupported States/Provinces.

Online Chat

StoreFront 6.0 web stores are integrated with the LivePerson online chat service. When customers click a LivePerson link (created by adding a LivePerson Control -- see page 114 -- to a page, or displayed in your store's navigation bars) on your store's pages, they will be able to open a chat window to conduct a two-way dialogue with yourself or one of your staff members. Customers will be able to ask questions and get answers instantly, and you'll be able to pitch your products and interact with customers at critical points during the shopping process.

1. In the left navigation menu, click **Online Chat**.



2. First, you must establish an account for the LivePerson Pro service. You can sign up for a free trial account through this interface by clicking the registration link under the heading "Free Trial Account."
3. After you complete the registration process, you'll be given an Account Number. Enter this information in the **LivePerson Account Number** field, then click **Save**. This will activate the LivePerson service in your site.
4. To see these changes reflected in your site immediately, click **Apply to Site**.

Chapter 7: Configuring Your Store's Checkout Process



Chapter 7: Configuring Your Store's Checkout Process

CHAPTER OVERVIEW

The store's "checkout process" was discussed in detail in Chapter 1. To recap: the store's checkout process is the process by which the information necessary to finalize an order is collected. This includes the address or addresses to which the order will be shipped, and the payment information which will be used to charge the customer for the order.

If you will be allowing customers to pay for their orders using credit cards or electronic checks—called "e-checks"—then you need to decide how these payments will be processed: online, using a payment processing service; or offline, manually.

Online Payment Processing

The two most popular methods by which customers will want to pay for their orders are e-check or credit card. You can process these payments in two ways.

You can use an online payment processing service, such as AuthorizeNet, VeriSign Payflow Pro, or LinkPoint. Your web store has integrated support for over a dozen online payment processing services.

If you choose to use one of these services, credit and debit card payments submitted by your customers while checking out—and, if you've configured your store for it and your processor supports it, e-check payments as well—will be sent to an online gateway for processing. Here, the payment processing service provider will examine the payment information and contact the customer's bank to verify that the data is valid. If the data is real, the next step will be to confirm that the customer's account is capable of funding the transaction. If everything checks out, the service will return a message to your web store indicating that everything is okay and that the customer should be allowed to complete their order. If it is discovered that the data isn't valid or that the customer can't fund the transaction, then the service provider will tell your web store not to accept the customer's order. All this happens in a matter of seconds after a customer has submitted payment information and is waiting for the order confirmation page to load.

Using an online payment processing service tends to save time and cut down on credit card fraud. However, to use one of these services you must set up an account with a service provider and pay a subscription fee. StoreFront is integrated with more than a dozen online processing services. Continue reading to view instructions describing how to configure each of these services.

Note: before you establish an account for a certain payment processing service or configure your store to use it, make sure that your host can meet any additional server requirements for the service (see Appendix C). Also keep in mind that not every service provider can process both e-check payments and credit card payments.

Note: payment processor technology is rapidly evolving and LaGarde frequently adds support for new processing services. Check <http://support.storefront.net/mtdocs/payprocs.asp> for the latest payment processor configuration documentation.

CONFIGURING AUTHORIZE.NET

Follow the instructions below to configure your store to use AuthorizeNet to process credit and debit cards and e-checks.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Payments**.
3. If you plan to process credit cards through AuthorizeNet, set the **Processing Method** under the **Credit Cards** section of the page to **Online**. If you also plan to process e-checks through AuthorizeNet, do the same under the E-Checks section of the page. Click **Save**.
4. Click **Online Processing**.
5. Select AuthorizeNet from the **Gateway Provider** menu.
6. Click the AuthorizeNet logo to sign up for an account with AuthorizeNet.
7. Open a new browser window and go to <https://secure.authorize.net/>
8. Login. If this is your first time logging into your AuthorizeNet account, you may be required to complete some initial configuration tasks and provide some basic information. When the process is finished, select **Settings** from the left navigation menu.
9. Click **Test Mode**. Place your account in test mode and return to the Settings menu.
10. Click **Obtain Transaction Key**. Provide the answer to the "secret question" you chose when you first configured your AuthorizeNet account. After you do this, you will be given a "transaction key." Copy this key.
11. Return to your store's Merchant Tools. Click **Payments** once more, then choose **Online Processing**.
12. Make sure AuthorizeNet is selected from the **Gateway Provider** menu, then enter your AuthorizeNet login ID in the **Client ID** field. Enter the transaction key you obtained from step 10 in the **Transaction key** field.

13. Select your preferred authorization type (**Authorize Only** or **Authorize and Capture**). You may be limited to only one authorization type; contact AuthorizeNet Support for more information.
14. Click **Save**, then click **Apply to Site**.
15. Place a test order in your web store. If you are testing with a credit card, use a valid expiration date and a card number of 4111111111111111. There is no test mode for e-checks.
16. If the test is successful, return to <https://secure.authorize.net> and take your account out of test mode. Your site is now ready to process credit card and e-check orders through AuthorizeNet.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

CONFIGURING BANK OF AMERICA

Follow the instructions below to configure your store to use Bank of America's online payment processing service to process credit and debit card and e-check payments.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Payments**.
3. Set the **Processing Method** under the **Credit Cards** section of the page to **Online**. If you wish to process e-checks online, do the same under the **E-Checks** section of the page. Click **Save**.
4. Click **Online Processing**.
5. Select **Bank of America** from the **Gateway Provider** menu.
6. Click the Bank of America icon to establish an account with the Bank of America for online payment processing.
7. Open a browser and go to <http://manager.bamart.com>. Log in using the identification information which will have been provided to you following your registration.
8. Click **Manage Store**.
9. Click **Store Properties** and select **Employees**.
10. Click **Add New User**.
11. In the **Login Name** field, enter: xmluser. Click **Update**.
12. In the **Password** field, enter a unique password, then click **Update** once again.
13. Under the Manage Store menu, click **Order Rules** and select **Security Settings**.

14. Enter the domain name of your web store's secure location in the field provider. Do not specify a page and do not include an https:// or http:// prefix. For example: secure.myhost.com or www.mystore.com. Remember: if your store uses Shared SSL, then the domain name you enter here will not be the same as your store's domain name.
15. Under the Manage Store menu, click **Order Rules** and select **Configure Options**.
16. Enter the URL of your web store in the **Web Site Address** field.
17. Check **Run in Test/Verbose Mode**.
18. Enter your own email address in the **Customer Service Email** field.
19. Select **Treat as In Process HTTP Request**.
20. Select **Handle multiple concurrent authorization requests per "shopper cookie."**
21. Click **Update**.
22. Click **Publish Changes**.
23. Click **Activate Changes**.
24. Return to your web store's Merchant Tools and re-open the Payments interface if you closed it. Click **Online Processing** to return to the payment processor configuration interface.
25. Make sure that Bank of America is the selected processor. Enter your Bank of America Store ID in the **Merchant ID** field. In the **User ID** field, enter xmluser. In the **Password** field, enter the password you assigned to the xmluser. Choose **Authorize Only**.
26. Click **Save** and select **Apply to Site**.
27. Test your site by placing some test orders. If the test is successful, then your site is ready to begin processing credit card payments through Bank of America. Reconfigure the site to process cards in live mode by returning to http://manager.bamart.com and unchecking the **Run in Test/Verbose Mode** option. Once the account has been taken out of test mode, you may also configure your site to process transactions using the **Authorize and Capture** setting instead of **Authorize Only** (see step 25 above).

CONFIGURING CYBERSOURCE

Follow the instructions below to configure your store to process credit and debit card and e-check payments through CyberSource. Before you sign up for an account with CyberSource, make sure your host can support the use of their services.

1. Open your web store's **Merchant Tools** in a browser.

2. In the left navigation menu, click **Payments**.
4. If you plan to process credit cards through CyberSource, set the **Processing Method** under the **Credit Cards** section of the page to **Online**. If you also plan to process e-checks through CyberSource, do the same under the **E-Checks** section of the page. Click **Save**.
5. Click **Online Processing**.
6. Select **CyberSource** from the **Gateway Provider** menu. Click the CyberSource logo to establish an account with CyberSource.
7. After registering with CyberSource, you will receive an XML file. Open this XML file using Notepad and locate the following pair of tags:
`<MerchantId></MerchantId>`
Enter your CyberSource MerchantID between these tags. For example,
`<MerchantId>MyMerchantIdHere</MerchantId>`
8. In the same file, also locate the following pair of tags:
`<KeysDir></KeysDir>`
Between these tags, enter the complete physical path to the folder on the server which contains the CyberSource key generated for your store. Your host can provide this information. Save the changes to the XML file.
9. After you register with CyberSource, you will receive a Merchant ID, username, and password. Enter this information in the fields provided under the Processing interface of the Merchant Tools. Also choose the authorization type (**Authorize Only** or **Authorize and Capture**) appropriate for your account type. Not all account types will support both options.
10. Click **Edit**.
11. Click the **Browse** button and browse to the location of the XML that you saved in Step 8. Select this file and click **Open**.
12. Click **Save**, then click **Apply to Site**. Your XML file will also be uploaded at this time.
13. Return to your site and place a test order. You may wish to create a .01 priced product for testing purposes, as CyberSource does not have an easily configurable testing mode.
14. If the test is successful, your site is ready to process credit cards and/or e-checks through CyberSource. CyberSource support can assist you in the process of going live.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

CONFIGURING BARCLAYS

Follow the instructions below to configure your store to process credit and debit card payments through Barclays ePDQ. E-check processing through ePDQ is not supported.

Note: Barclays is UK-based and can process Solo and Switch cards.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Payments**.
3. Set the **Processing Method** under the **Credit Cards** section of the page to **Online**. Click **Save**.
4. Click **Online Processing**.
6. Select **Barclays** from the **Gateway Provider** menu.
7. Sign up for online credit card processing with Barclays by clicking on the Barclays logo.
8. Enter your Barclays client ID and password in the fields provided. Also choose the authorization type (**Authorize Only** or **Authorize and Capture**) appropriate for your account type. Not all account types will support both options.
9. Click **Save**, then click **Apply to Site**.
10. Open a browser and go to <https://secure2.epdq.co.uk/cgi-bin/CcxBarclaysEpdqAdminTool.e>
11. Login. Set the **Allowed URL** to point to your payment.aspx page in the store's secure location. For example,
<https://secure.myhost.com/mywebstore/payment.aspx>
12. Set the **POST URL** to point to the confirm.aspx page in the store's secure location, followed by ?barclay=1 For example,
<https://secure.myhost.com/mywebstore/confirm.aspx?barclay=1>
13. Set **Encryption**, **Continuous VdV Processing**, and **POST Order Result** to **Yes**.
14. Set both the **POST Username** and **POST Password** fields to "Anonymous."
15. Test your site by placing some test orders. You may wish to create a .01 priced product for testing purposes, as Barclays does not have an easily configurable testing mode.
16. If the test is successful, your site is ready to process credit cards and/or e-checks through Barclays.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

CONFIGURING FIREPAY

Follow the instructions below to configure your store to process credit and debit card payments through FirePay. Before you establish an account with FirePay, contact your host and verify that they can support FirePay.

E-check processing is not supported through FirePay.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Payments**.
3. Set the **Processing Method** under the **Credit Cards** section of the page to **Online**. Click **Save**.
4. Click **Online Processing**.
5. Select **FirePay** from the **Gateway Provider** menu. Establish an account with FirePay by clicking on the FirePay logo.
6. Click **Edit**.
7. Click **Browse**. Browse to the location of your FirePay certificate file on your hard drive (you will receive this file after registering with FirePay). Select the file and click **Open**.
8. After registering with FirePay, you will also have received a merchant ID and user ID. Enter your FirePay merchant ID and user ID in the fields provided, then click **Save**. Your certificate file will now be uploaded to the store.
9. Click **Apply to Site**.
10. Test your site by placing some test orders. If the test is successful, then your site is ready to begin processing credit card payments through FirePay. FirePay does not have an easily configurable test mode.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

CONFIGURING IONGATE

Follow the instructions below to configure your store to process credit and debit card payments through IONGate.

E-check processing through IONGate is not supported.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Payments**.
3. Set the Processing Method under the Credit Cards section of the page to **Online**. Click **Save**.
4. Click **Online Processing**.
5. Select **IONGate** from the **Gateway Provider** menu.
6. Register with IONGate by clicking the IONGate logo. Enter your IONGate login in the field provided.
7. Click **Save**, then click **Apply to Site**.
8. Open a browser and go to <https://secure.iongate.com>. Login and make sure that the list of credit cards IONGate is configured to accept is the same as the list of credit cards you have configured your store to accept (see page 182).
9. Test your site by placing some test orders. You may wish to create a .01 priced product for this purpose, as IONGate does not have a test mode.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

CONFIGURING LINKPOINT

Follow the instructions below to configure your web store to process credit and/or e-check payments through LinkPoint.

1. Contact your host and verify that the server your store is hosted on can support the use of LinkPoint. If it can not, ask the host to perform the necessary configuration tasks. Instructions describing the details of the LinkPoint configuration can be found at <http://partners.storefront.net>.
2. Open your web store's **Merchant Tools** in a browser.
3. In the left navigation menu, click **Payments**.
4. Set the **Processing Method** under the **Credit Cards** section of the page to **Online**. To process e-checks online, do the same under the E-Checks section of the page. Click **Save**.
5. Click **Online Processing**.
6. Click the Card Service International logo to establish an account with CSI for the Linkpoint service.
7. Select **LinkPoint** from the **Gateway Provider** menu.
8. Click **Edit**.
9. Click **Browse**. Browse to the location of your LinkPoint PEM file (CSI will provide this to you following registration). Select the file and click **Open**.
10. Enter your LinkPoint Merchant ID in the field provided. Also choose the authorization type (Authorize Only or Authorize and Capture) appropriate for your account type. Not all account types will support both options.
11. Click **Save**.
12. Test your site by placing some test orders. You may wish to create a .01 priced product for testing purposes, as LinkPoint does not have an easily configurable testing mode.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

CONFIGURING PARADATA

Follow the instructions below to configure your store to process credit and debit card orders through ParaData.

1. Open your web store's Merchant Tools in a browser.
2. In the left navigation menu, click **Payments**.
3. If you plan to process credit cards through ParaData, set the **Processing Method** under the Credit Cards section of the page to **Online**. E-checks can not be processed through ParaData.
4. Click **Online Processing**.
5. Select ParaData CommerceConnect from the **Gateway Provider** menu.
6. Click the signup link in the ParaData description that appears when ParaData is selected from the Gateway Provider menu. Sign up for an account with ParaData.
7. After you have established an account with ParaData, you must obtain an Account Token. To access a page where an Account Token can be obtained, go to <https://etools.paygateway.com/TokenDispenser?LAN=en>.
8. After the Account Token has been dispensed, copy and paste it into the **Account Token** field of the Merchant Tools.
9. Prefix the Account Token you entered in the previous step with the word "TEST." "TEST" must be capitolized, and there must be no spaces between it and the Account Token. For example:
TESTBDFEC7DECE6C540A3489EYY08D52AB64CDCA249744B7C7LAEFA24B2481DB0
10. Choose **Authorize** or **Sale** according to how you would like transactions to be handled by ParaData. Authorize will cause ParaData to authorize a transaction, but not to capture funds from a customer's account. Sale will both authorize a transaction and capture funds from the customer's account.
11. Click **Save**, then click **Apply to Site**.
12. Test your store by placing an order and paying for it by credit card. You may use a credit card number such as 4111111111111111 for testing purposes.
13. If your test is successful, return to the store's Merchant Tools. Click **Payments**, click **Online Processing**, and remove the word TEST from the Account Token. Click **Save**, then click **Apply to Site**.

CONFIGURING PAYPAL

Follow the instructions below to configure your store to process credit and debit card orders through PayPal.

Note: you can offer PayPal as a payment method without using it as your primary payment processor; see pg. 174 for more information.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Payments**. Set the **Processing Method** under the **Credit Cards** section of the page to **Online**. Click **Save**.
3. Click **Online Processing**.
4. Select **PayPal** from the **Gateway Provider** menu. Sign up with PayPal by clicking on the PayPal logo.
5. Enter your PayPal merchant id in the **PayPal Merchant ID** field. This will typically be the e-mail address you used to register with PayPal.
6. Click **Save**, then click **Apply to Site**.
7. Open a browser and go to <http://www.paypal.com>. Login to your account.
8. Open your **Profile** and select **Selling Preferences**.
9. Select **Instant Payment Notification Preferences**.
10. Set the **Instant Payment Notification URL** to point to your web store's confirm.aspx page in the secure location, followed by ?PayPal=3. For example,
`https://secure.myhost.com/mystore/confirm.aspx?PayPal=3`
Note: the URL is case-sensitive; both P's in PayPal must be capitalized.
11. Save these settings.
12. Test your store by placing some test orders. You may wish to create a .01 priced product for testing purposes, as PayPal doesn't have an easily configurable testing mode.

CONFIGURING PLANETPAYMENT

Follow the instructions below to configure your store to process credit and debit card orders through PlanetPayment. PlanetPayment is a reseller of the AuthorizeNet service, and the steps required to configure the two are almost identical.

1. Open your web store's Merchant Tools in a browser.
2. In the left navigation menu, click **Payments**.
3. If you plan to process credit cards through PlanetPayment, set the **Processing Method** under the Credit Cards section of the page to **Online**. If you also plan to process e-checks through PlanetPayment, do the same under the E-Checks section of the page. Click **Save**.
4. Click **Online Processing**.
5. Select PlanetPayment from the **Gateway Provider** menu.
6. Click the PlanetPayment logo to sign up for an account with **PlanetPayment**.
7. Open a browser and go to <https://secure.PlanetPayment.com>.
8. **Login**. If this is your first time logging into your PlanetPayment account, you may be required to complete some initial configuration tasks and provide some basic information. When the process is finished, select **Settings** from the left navigation menu.
9. Click **Test Mode**. Place your account in test mode and return to the Settings menu.
10. Click **Obtain Transaction Key**. Provide the answer to the "secret question" you chose when you first configured your AuthorizeNet account. After you do this, you will be given a "transaction key." Copy this key.
11. Return to your store's Merchant Tools. Click **Payments** once more, then choose **Online Processing**.
12. Make sure PlanetPayment is selected from the Gateway Provider menu, then enter your PlanetPayment login ID in the **Client ID** field. Enter the transaction key you obtained from step 10 in the **Transaction Key** field.
13. Select your preferred authorization type (**Authorize Only** or **Authorize and Capture**). You may be limited to only one authorization type; contact PlanetPayment support for more information.
14. Click **Save**, then click **Apply to Site**.
15. Return to your site and place a test order. If you are testing with a credit card, use a valid expiration date and a card number of 4111111111111111. There is no test mode for e-checks.
16. If the test is successful, return to <https://secure.PlanetPayment.com> and take your account out of test mode. Your site is now ready to process credit card and e-check orders through PlanetPayment.

CONFIGURING PSIGATE

Follow the instructions below to configure your store to process credit and debit card payments through PSiGate. E-check processing is not supported through PSiGate.

1. Contact your host and verify that the server your store is hosted on can support the use of PSiGate. If it is not, ask the host to perform the necessary configuration tasks. Instructions describing the details of the configuration can be found at partners.storefront.net.
2. Open your web store's **Merchant Tools** in a browser.
3. In the left navigation menu, click **Payments**.
4. Set the **Processing Method** under the **Credit Cards** section of the page to **Online**. Click **Save**.
5. Click **Online Processing**.
6. Select **PSiGate** from the **Gateway Provider** menu.
7. Sign up for an account with PSiGate by clicking on the PSiGate logo.
8. Click **Edit**.
9. Click **Browse**. Browse to the location of your PSiGate PEM file (PSiGate will provide this to you following registration). Select the file and click **Open**.
10. Enter your PSiGate Merchant ID in the field provided. Also choose the authorization type (Authorize Only or Authorize and Capture) appropriate for your account type. Not all account types will support both options.
11. Click **Save**, then click **Apply to Site**.
12. Test your site by placing some test orders. You may wish to create a .01 priced product for testing purposes, as PSiGate does not have an easily configurable testing mode.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

CONFIGURING QUICKCOMMERCE

Follow the instructions below to configure your store to process credit card, debit card, and e-check payments through QuickCommerce.

1. Open your web store's Merchant Tools in a browser.
2. In the left navigation menu, click **Payments**.
3. If you plan to process credit cards through QuickCommerce, set the **Processing Method** under the Credit Cards section of the page to Online. If you also plan to process e-checks through QuickCommerce, do the same under the E-Checks section of the page. Click **Save**.
4. Click **Online Processing**.
5. Select QuickCommerce from the **Gateway Provider** menu.
6. Click the QuickCommerce logo to sign up for an account with QuickCommerce.
7. Open a browser and go to <https://secure.quickcommerce.net>.
8. Login. If this is your first time logging into your QuickCommerce account, you may be required to complete some initial configuration tasks and provide some basic information. When the process is finished, select Settings from the left navigation menu.
9. Click **Test Mode**. Place your account in test mode and return to the Settings menu.
10. Click **Obtain Transaction Key**. Provide the answer to the "secret question" you chose when you first configured your QuickCommerce account. After you do this, you will be given a "transaction key." Copy this key.
11. Return to your store's Merchant Tools. Click **Payments** once more, then choose **Online Processing**.
12. Make sure QuickCommerce is selected from the **Gateway Provider** menu, then enter your QuickCommerce login ID in the **Client ID** field. Enter the transaction key you obtained from step 10 in the **Password** or **Transaction Key** field.
13. Select your preferred authorization type (Authorize Only or Authorize and Capture). You may be limited to only one authorization type; contact QuickCommerce support for more information.
14. Click **Save**, then click **Apply to Site**.
15. Return to your site and place a test order. If you are testing with a credit card, use a valid expiration date and a card number of 4111111111111111. There is no test mode for e-checks.
16. If the test is successful, return to <https://secure.quickcommerce.net> and take your account out of test mode. Your site is now ready to process credit card and e-check orders through QuickCommerce.

CONFIGURING SECUREPAY

Follow the instructions below to configure your store to process credit and debit card payments through SecurePay. E-check processing is not supported through SecurePay.

1. Contact your host and verify that the server your store is hosted on can support the use of SecurePay. If it is not, ask the host to perform the necessary configuration tasks. Instructions describing the details of the configuration can be found at partners.storefront.net.
2. Open your web store's **Merchant Tools** in a browser.
3. In the left navigation menu, click **Payments**.
4. Set the **Processing Method** under the **Credit Cards** section of the page to **Online**. Click **Save**.
5. Click **Online Processing**.
6. Select **SecurePay** from the **Gateway Provider** menu.
7. Sign up for an account with SurePay by clicking on the SurePay logo.
8. Enter your SecurePay Merchant ID in the field provided.
9. Click **Save**, then click **Apply to Site**.
10. Test your site by placing some test orders. You may wish to create a .01 priced product for testing purposes, as SecurePay does not have an easily configurable test mode.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

CONFIGURING SECURESOURCE

Follow the instructions below to configure StoreFront 6.0 to process credit card, debit card, and e-check payments through Wells Fargo's SecureSource payment processing service.

1. Open your web store's Merchant Tools in a browser.
2. In the left navigation menu, click **Payments**.
3. If you plan to process credit cards through SecureSource, set the **Processing Method** under the Credit Cards section of the page to Online. If you also plan to process e-checks through SecureSource, do the same under the E-Checks section of the page. Click **Save**.
4. Click **Online Processing**.
5. Select SecureSource from the **Gateway Provider** menu.
6. Click the SecureSource logo to sign up for an account with SecureSource.
7. Open a browser and go to <https://merchant.authorize.net/wfssp/>.
8. Login. If this is your first time logging into your SecureSource account, you may be required to complete some initial configuration tasks and provide some basic information. When the process is finished, select **Settings** from the left navigation menu.
9. Click **Test Mode**. Place your account in test mode and return to the Settings menu.
10. Click **Obtain Transaction Key**. Provide the answer to the "secret question" you chose when you first configured your AuthorizeNet account. After you do this, you will be given a "transaction key." Copy this key.
11. Return to your store's Merchant Tools. Click **Payments** once more, then choose **Online Processing**.
12. Make sure SecureSource is selected from the **Gateway Provider** menu, then enter your AuthorizeNet login ID in the **Client ID** field. Enter the transaction key you obtained from step 10 in the **Transaction Key** field.
13. Select your preferred authorization type (Authorize Only or Authorize and Capture). You may be limited to only one authorization type; contact AuthorizeNet support for more information.
14. Click **Save**, then click **Apply to Site**.
15. Return to your site and place a test order. If you are testing with a credit card, use a valid expiration date and a card number of 4111111111111111. There is no test mode for e-checks. If the test is successful, return to <https://merchant.authorize.net/wfssp/> and take your account out of test mode. Your site is now ready to process credit card and e-check orders through SecureSource.

CONFIGURING STOREFRONT PAYMENT PROCESSING

Follow the instructions below to configure your store to process credit and debit cards and e-check payments through the StoreFront Payment Gateway.

1. Open your web store's Merchant Tools in a browser.
2. In the left navigation menu, click **Payments**.
3. If you plan to process credit cards through the StoreFront Payment Gateway, set the **Processing Method** under the **Credit Cards** section of the page to **Online**. E-checks can not be processed through the StoreFront Payment Gateway.
4. Click **Online Processing**.
5. Select **StoreFront Payment Gateway** from the **Gateway Provider** menu.
6. Click the signup link in the StoreFront Payment Gateway description that appears when StoreFront Payment Gateway is selected from the **Gateway Provider** menu. Sign up for an account.
7. After you have established an account, you must obtain an Account Token. To access a page where an Account Token can be obtained, go to <https://etools.paygateway.com/TokenDispenser?LAN=en>.
8. After the Account Token has been dispensed, copy and paste it into the **Account Token** field of the Merchant Tools.
9. Prefix the Account Token you entered in the previous step with the word "TEST." "TEST" must be capitolized, and there must be no spaces between it and the Account Token. For example:
TESTBDFEC7DECE6C540A3489EYY08D52AB64CDCA249744B7C7L
10. Choose **Authorize** or **Sale** according to how you would like transactions to be handled by the StoreFront Payment Gateway. Authorize will cause the StoreFront Payment Gateway to authorize a transaction, but not to capture funds from a customer's account. Sale will both authorize a transaction and capture funds from the customer's account.
11. Click **Save**, then click **Apply to Site**.
12. Test your store by placing an order and paying for it by credit card. You may use a credit card number such as 4111111111111111 for testing purposes.
13. If your test is successful, return to the store's Merchant Tools. Click **Payments**, click **Online Processing**, and remove the word TEST from the Account Token. Click **Save**, then click **Apply to Site**.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

CONFIGURING VERISIGN PAYFLOW PRO

Follow the instructions below to configure your store to process credit and debit cards and e-check payments through VeriSign Payflow Pro.

1. Contact your host and verify that the server your store is hosted on can support the use of VeriSign Payflow Pro. If it is not, ask the host to perform the necessary configuration tasks. Instructions describing the details of the configuration can be found at partners.storefront.net.
2. Open your web store's **Merchant Tools** in a browser.
3. In the left navigation menu, click **Payments**.
4. Set the **Processing Method** under the **Credit Cards** section of the page to **Online**. If you wish to process e-checks through Payflow Pro, do the same under the E-checks section of the page. Click **Save**.
5. Click **Online Processing**.
7. Select **VeriSign** from the **Gateway Provider** menu. Establish an account with VeriSign by clicking on the VeriSign logo.
8. Enter your VeriSign Merchant ID, user name, and passwords in the fields provided.
9. Click **Save**, then click **Apply to Site**.
10. Open a browser and go to <https://manager.verisign.com>. Login and follow the instructions to place your site in live mode. After you have placed your site in live mode, create a .01 priced product and use it to place some test orders. If the tests are successful, your store can be opened for business.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

CONFIGURING WORLDPAY

Follow the instructions below to configure your store to process credit and debit card payments through WorldPay. E-check processing through WorldPay is not supported.

Note: WorldPay is a UK-based service and can accept Switch and Solo cards.

1. Contact your host and verify that the server your store is hosted on can support the use of WorldPay. If it can not, ask the host to perform the necessary configuration tasks. Instructions describing the details of the configuration can be found at partners.storefront.net.
2. Open your web store's **Merchant Tools** in a browser.
3. In the left navigation menu, click **Payments**.
4. Set the **Processing Method** under the **Credit Cards** section of the page to **Online**. Click **Save**.
5. Click **Online Processing**.
6. Select **WorldPay** from the **Gateway Provider** menu.
7. Enter your WorldPay Store ID in the field provided.
8. Click **Save**, then click **Apply to Site**.
9. Open a browser and go to support.worldpay.com. Click **Account Admin**.
10. Log in, and under the section labeled, "**Installations for [your Company Name]**", click **Configuration Options** next to the Select Junior installation.
11. In the **Callback URL** field, enter the full URL to your store's confirm.aspx page in the web store's secure location. Following confirm.aspx, enter: ?WorldPay=1 The full URL will resemble the example below.

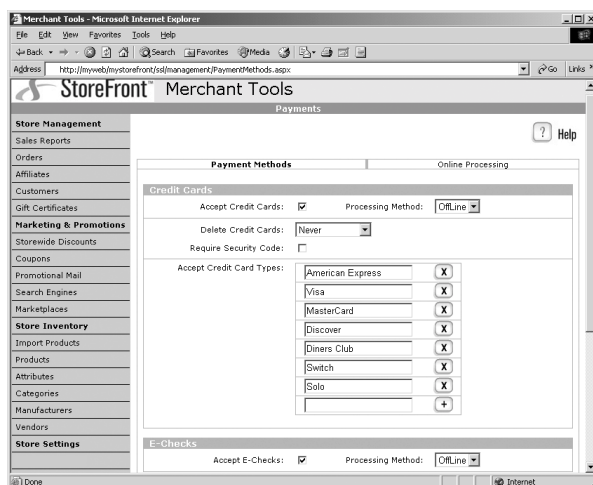
`https://secure.somehost.com/yourSFstore/confirm.aspx?WorldPay=1`
12. Select **Enable Callback** and **Use Callback Response**.
13. Click **Save Changes**.
14. Test your site by placing some test orders. If the test is successful, then your site is ready to begin processing credit card payments through WorldPay. WorldPay Support will be able to assist you in the process of taking your site live.

If the test failed, review these instructions to make sure every step was followed exactly. If you followed the instructions but are still having a problem, try checking the resources at <http://support.storefront.net> for additional troubleshooting instructions.

Offline Payment Processing

You don't have to use an online payment processing service to accept credit cards, debit cards, and e-checks. Instead, you can accept these payment methods and process them offline. E-checks can be printed off and cashed or deposited at any bank that accepts them, and credit and debit card information can be retrieved using your store's Order Fulfillment tools and then manually run through a credit card terminal. Follow the instructions below to configure your store to use offline payment processing.

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Payments**.
3. Click **Payment Methods**.



4. Under the **Credit Cards** section of the **Payment Methods** interface, set the Processing Method to **Offline**.
5. Under the **E-Checks** section, also set the **Processing Method** to **Offline**.
6. Click **Save**.
7. To see these changes take effect in your site immediately, click **Apply to Site** in the left navigation menu.

Selecting Supported Payment Methods

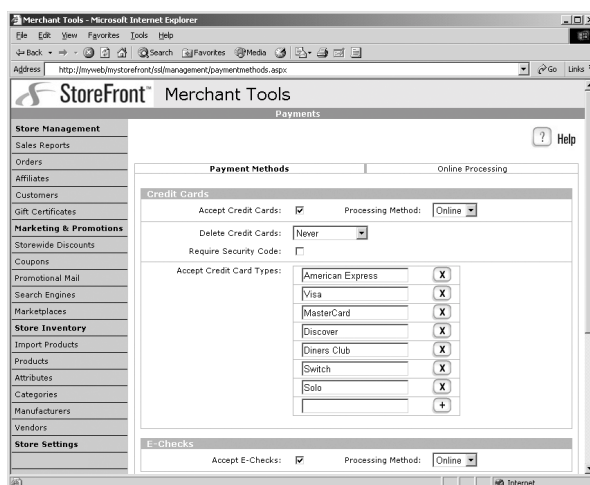
A StoreFront web store can be configured to allow customers to submit payment for their orders in six different forms.

- Credit Card
- Electronic Check
- Purchase Order
- COD
- PayPal
- Mail/Fax

The different payment methods are essentially self-explanatory, the only possible exception being Mail/Fax. When a customer decides to use the Mail/Fax option, the checkout process will conclude, not with a confirmation page and a receipt e-mail, but with an order summary displayed in an easily printable format. The customer can then print the order summary and mail it to your web store or send it by fax. Some customers prefer to use this option because it doesn't require them to send private credit card or checking account information across the Internet.

Credit and debit cards are the most commonly used payment method in e-commerce, so it's highly recommended that any web store be configured to accept the Credit Card payment method. To accommodate those users that may not feel entirely safe or comfortable shopping online, you may also wish to configure the store to accept the Phone/Fax payment method. Read the instructions below to learn how to select the payment methods your store will accept.

1. Use a browser to open your web store's **Merchant Tools**.
2. In the left navigation menu, click **Payments**.
3. Click **Payment Methods**.



4. Click the **Accept [Payment Method Name]** for each of the payment methods you want your web store to accept. The available options are:

Credit Cards: select this option to allow customers to pay with credit or debit cards. If you choose to accept credit cards, you should modify the list of accepted card types to suit your preferences. To remove a credit card from the list, click the ☐ button to the right of its name. To add a credit card, enter its name in the blank field at the bottom of the list, then click the ☐ button.

E-Checks: select this option to allow customers to pay with electronic checks.

COD: select this option to allow your customers to select COD as the payment method for an order. Specify the additional charge for COD in the COD Amount field.

Purchase Orders: selecting this option will allow customers to select Purchase Order as the payment method for an order. When this option is chosen, the only billing information collected from a customer will be a Purchase Order number.

PayPal: select this option to allow customers to pay for their orders using PayPal. If you wish to accept PayPal as a payment method, click Online Processing near the top of the page, then sign up for a PayPal account by clicking their logo. After you complete the registration process, enter your PayPal Merchant ID in the field of the same name. You must also configure the Instant Payment Notification settings for your PayPal account according to the instructions under *Configuring PayPal*, page 162, steps 7-11.

Mail/Fax: select this option to allow customers to use the Mail/Fax method of payment (see page 174). To save Mail/Fax orders to your store's database along with all other types, choose **Recorded**. If you prefer not to save Mail/Fax orders, choose **Non-recorded**.

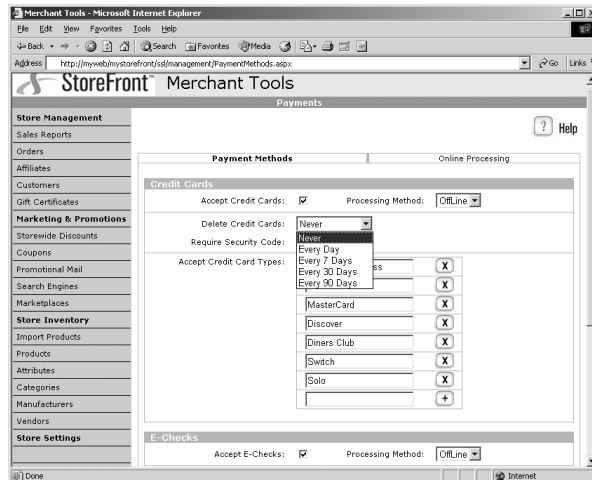
5. Click **Save**.
6. To see these changes reflected on your store's pages immediately, click **Apply to Site**.

CREDIT CARD DELETION

When customers place orders in your store and pay by credit card, their credit number, type, and expiration date will be written to your store's database and kept indefinitely. Over time, a large amount of credit card data can accumulate as more and more orders are placed. If someone were to manage to compromise of your server, they might attempt to exploit this large store of sensitive information. You can reduce the risk of such an incident by configuring your web store to delete the credit card information from a customer's order once it has aged past a certain interval.

1. Use a browser to open your store's **Merchant Tools**.

2. Click **Payments** in the navigation menu to the left.
3. Click **Payment Methods**.

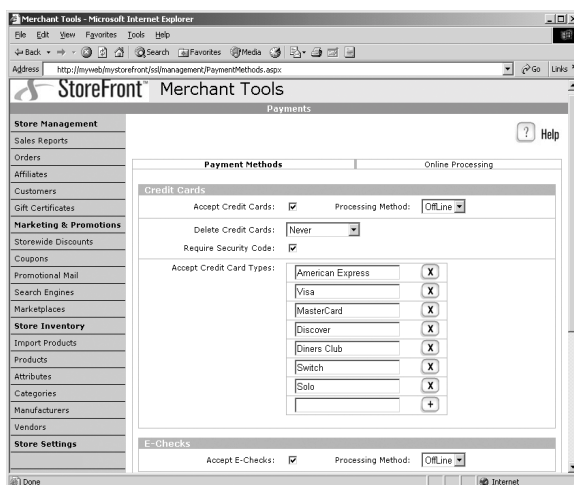


4. To configure your store to delete credit card data, select the interval after which deletion will occur from the **Delete Credit Cards** menu.
5. Click **Save**.
6. To see these changes reflected on your store's pages immediately, click **Apply to Site**.

CVV/CVC

A useful security feature related to credit card data and its processing is StoreFront's ability to collect the CVV/CVC code during credit card transactions. This is a 3-digit code that is printed on the back of the credit card next to the signature strip. Because the CVV/CVC is not stored in a card's magnetic strip data and can not be picked up by an impression or rubbing of the card, it is assumed that any person who can provide the card's CVV/CVC must also have the card physically in his or her possession. Follow the instructions below to configure your store to require customers to submit a CVC/CVV code along with their credit card data.

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Payments**.
3. Click **Payment Methods**.



4. To require customers to provide a CVV/CVC code when paying by credit or debit card, check **Require Security Code**.

Note: if you have configured your store to use Offline Processing (see page 173), or if your payment processing service does not support the CVV/CVC, then this option will be not be available.

5. Click **Save**.

Chapter 8: Going Live



Chapter 8: Going Live

CHAPTER OVERVIEW

“Going live” is the process by which a StoreFront web store is opened for business. As a part of the process, you’ll verify that the store is secured using permissions, SSL, and credit card deletion. We’ll also discuss how the store should be tested before it finally begins taking orders.

The steps involved in going live are different depending on whether the store is currently on your local machine or whether it is already on a remote server. If your store is already hosted remotely, continue reading. If you developed your store locally and it’s still on your local machine, skip ahead to the next section.

Going Live from a Remote Web Store

Going live from a web store that’s already hosted on a remote web server is typically a fairly simple process. Before you begin, make sure you’ve registered your store with LaGarde according to the instructions on page 273.

1. First, test your store thoroughly by placing test orders and otherwise interacting with its pages as a customer would. If you encounter any errors, check the Knowledge Base, the Newsgroup, or, if all else fails, try contacting StoreFront Support (all of these resources can be accessed from <http://support.storefront.net>). Also verify that you are receiving confirmation e-mails when an order is placed and that you can retrieve orders using the Sales Reports. Secure your store according to the instructions under *Security*, page 185.
2. Use your store’s Merchant Tools to verify that your store’s business rules — tax settings, shipping calculation, payment processing, and the like — are configured to your liking.
3. Perform one final round of testing. If everything appears to be functioning correctly, you will be ready to open your store for business. You can help ensure that your grand opening will be successful by using the marketing and promotional tools in your store’s Merchant Tools to publicize your store and make sure that customers know about it (see page 219).

Going Live from a Local Web Store

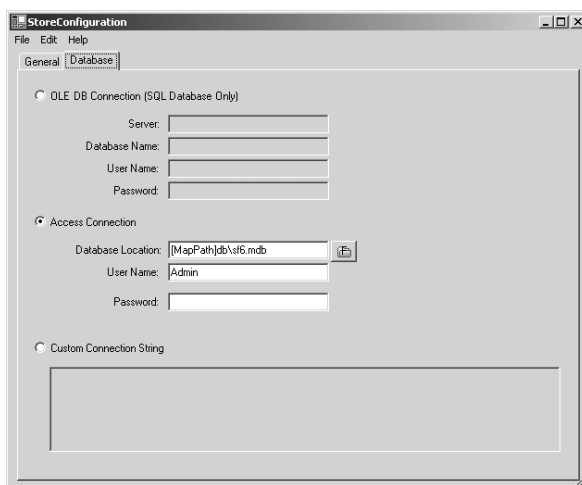
Taking a local store live can be an involved process with many steps—too many to conveniently cover in a single step-by-step guide. The following list is intended to be an outline of the various tasks you must perform in the proper order.

1. First, you need to find a host for your store. To find a host, visit www.storefront.net/partners/1hosts_premier.asp for a list of certified StoreFront partners or, if you prefer, use the list of server requirements described under *Choosing a Host*, page 27, to find a host on your own. We highly recommend hosting your store with a certified StoreFront hosting partner.
2. After you've found a host, publish your store to their server. If you need assistance with this process, ask the host for help.
3. Register your web store with LaGarde according to the instructions on page 273.
4. Reconnect your web store's pages to its database according to the instructions on page 182.
5. Reconfigure your store's mail settings and path settings according to the instructions on page 184.
6. Test your store thoroughly by placing test orders and otherwise interacting with its pages as a customer would. If you encounter any errors, check the Knowledge Base, the Newsgroup, or, if all else fails, try contacting StoreFront Support (all of these resources can be accessed at <http://support.storefront.net>). Also verify that you are receiving confirmation e-mails when an order is placed.
7. Secure your store according to the instructions under *Security*, page 185.
8. Use your store's Merchant Tools to verify that your store's business rules — tax settings, shipping calculation, payment processing, and the like — are configured to your liking.
9. Perform one final round of testing. If everything appears to be functioning correctly, you will be ready to open your store for business. You can help ensure that your grand opening will be successful by using the marketing and promotional tools in your store's Merchant Tools to publicize your store and make sure that customers know about it (see page 195).

Connecting Your Store's Pages to a Database

After publishing your a web store from your local machine to a remote sever, you'll need to reconnect the store's pages to its database. You can do this by following the instructions below.

1. Open your store using **FrontPage** or **Dreamweaver**.
2. Connect to your store's database using the **Store Configuration** tool. If you need help connecting to your store's database, refer to *Connecting to a Database with the Client Tools*, page 17, for more information.
3. Click the **Database** tab.



If your store uses an Access database: select **Access Connection**.

In the **Database Location** field, enter the complete physical path of your store's database on the remote server. If you don't know this information, ask your host.

If your database is password-protected enter the login information used to access it in the **User Name** and **Password** fields.

If your store uses a SQL Server database: select **OLEDB Connection**.

Enter the IP of the SQL Server where the store's database is located in the **Server** field.

Enter the name of the database in the **Database Name** field.

Enter your SQL Server login information in the **User Name** and **Password** fields.

4. Click **File** and select **Save**.
5. If you are using Dreamweaver, upload the local web.config file to the remote server, overwriting the copy that resides there. Both FrontPage and Dreamweaver users: if your site is using either form of Shared SSL for SSL security (see *Using SSL*, page 185) then you must also upload a copy of the web.config file to the secure location (usually the SSL folder). Do *not* upload the web.config to the store's "ssl" folder if you are using dedicated SSL or no SSL.

Reconfiguring Your Store's Mail and Path Settings

When you publish your store from your local machine to the remote host, you must reconfigure the mail settings to reflect the new environment. Read the instructions below to learn more.

After you've published your store from your local machine to a remote server, you'll need to reconfigure its path settings and mail services.

1. Open your web store in **FrontPage** or **Dreamweaver**.
2. Click the **StoreFront 6.0** menu and select **Configure Store**.
3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.
4. Open the **General** tab.
5. In the **Web Site Location** field, enter the complete URL to the web or subweb that contains your StoreFront web store. For example,

`http://www.yourstore.com/`

`http://www.somesite.com/yourstore/`

Do not specify a page name at the end of the URL and do not forget to prefix the URL with `http://`.
6. In the **Secure Directory Location** field, enter the complete URL to your site's "ssl" folder. If you don't already have SSL (see page 185) at this point, just enter the URL you used for the Web Site Location, but tack "ssl/" onto the end of it. For example,

`http://www.yourstore.com/`

`http://www.somesite.com/yourstore/`
7. From the **Mail Component** menu, choose the mail component that is installed on the server where your store is hosted. If you're not sure which option to choose, contact your host for help. You can also find a list of supported mail components on page 28.
8. Enter the IP or domain name assigned to your store's SMTP server. Again, if you don't know this information, you can obtain it from your host.
9. Click **File** and select **Save**.

Security

Security is a top concern for most successful web store owners. StoreFront 6.0 webs are secured using a variety of methods. The following sections cover some of the useful security measures which are built into StoreFront.

CREDIT CARD ENCRYPTION

Credit card encryption isn't something you can activate or deactivate, but it's worth knowing about regardless. When a customer places an order in your web store and pays by credit card, their credit card information will be written to the store's database. Your database is protected by the server's permissions settings and other security measures. However, there is always a slim possibility that a malicious user might somehow gain access to the information it contains. To help protect the privacy of your customers, StoreFront encrypts credit card numbers before storing them in the database. The encrypted numbers are indecipherable to anyone who tries to retrieve them directly from the database without running them through the correct decryption algorithm.

PERMISSIONS

Permissions are the server-side configuration settings which control how users can access different parts of a web site. In a StoreFront web store, permissions are used to keep unauthorized users from accessing administrative areas of the store, such as the folders containing the database and the Merchant Tools. The following permissions settings should be applied to your store for security reasons:

Entire Web: the server's ASPNET user account must be given Read, Write, and Delete permissions on the entire web store. This is a requirement for both locally and remotely hosted web stores.

DB Folder (Access database web stores only): the IUSR account must be given Modify permissions on the sf6.mdb file in the store's db folder. All IIS permissions should also be removed from the db folder and Execute Permissions should be set to None.

Management Folder: access to this folder should be restricted to allow only the web store owner and other authorized users to gain access. The IIS authentication method used to secure the folder should be basic authentication.

Note: checking basic authentication is not enough to secure a store's Management folder. Other steps, such as unchecking Allow anonymous access, will also be necessary.

ReloadXML.aspx (version 6.1.2.3+ web stores only): the ReloadXML.aspx files that reside in the store's root and SSL folders should be secured using basic authentication to allow only the web store owner and other authorized users to access them.

CompileSite.aspx (version 6.1.2.3+ web stores only): the CompileSite.aspx file that resides in the store's root folder should be secured using basic authentication to allow only the web store owner and other authorized users to access it.

USING SSL

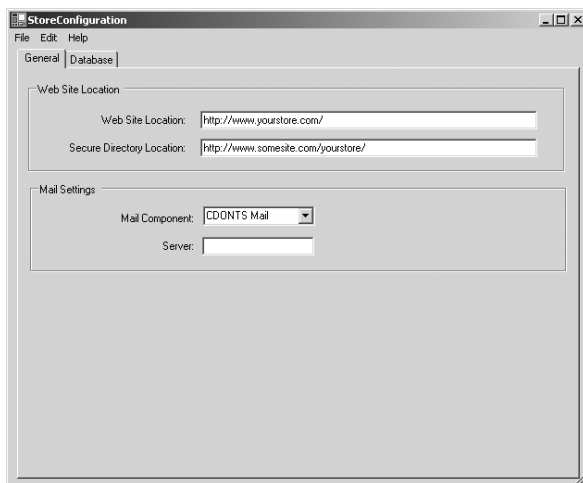
The checkout process in a StoreFront web store is secured using Secure Sockets Layer (SSL), a protocol used to transmit information across the Internet in a secure, encrypted form. The use of SSL ensures that any sensitive information that must be collected from your customers, such as credit card information, won't be viewable to malicious users.

Your store's SSL must be purchased from your host. There are three main types of SSL offered by hosting companies. These are described in greater detail in the following sections.

DEDICATED SSL

In a dedicated SSL configuration, your site has its own SSL certificate and the SSL protocol can be used to access any page in your domain. Your store's checkout process can be securely conducted without having to direct customers to another domain as required with Shared SSL. Read the instructions below for more information about how to configure your site to use dedicated SSL.

1. Open your web store in **Dreamweaver** or **FrontPage**.
2. Click the **StoreFront 6.0** menu and select **Store Configuration**.
3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.
4. Open the **General** tab.



5. In the **Secure Directory Location** field, enter the full URL to your site's SSL folder using an `https://` prefix. For example,

`https://www.yourSFStore.com/SSL/`

`https://www.yourweb.com/yourstore/SSL/`
6. Click **File** and select **Save**.

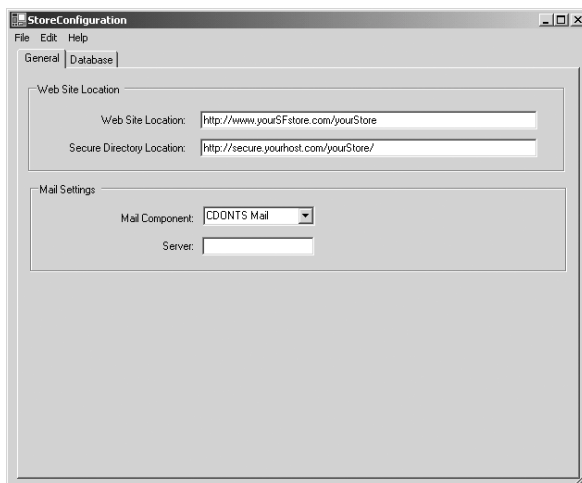
SHARED SSL THROUGH A VIRTUAL DIRECTORY

"Shared SSL" is probably the most commonly used form of SSL security. In shared SSL, the web host has applied an SSL certificate to one of their own domains. For a monthly fee, hosting clients requiring SSL security are given a folder in the the host's SSL-secured domain. Any operations that require SSL are then performed in the subfolder of the secure domain. The main advantage of this configuration is its economy. The primary disadvantage is that some browsers will show warning messages to your customers when they leave your domain and enter the secure location. These messages will simply state that the customer is being redirected to a new location; however, customers are sometimes disconcerted by such messages. Adding an explanation to the checkout page (`shoppingcart.aspx`) is usually sufficient to handle this.

In one of the most common forms of shared SSL, your host will create a virtual directory under the SSL-secured domain and map it to the folder of your site that requires SSL security (in the case of a StoreFront web store, this is the "ssl" folder). This makes it possible for users to access your site using the SSL protocol without requiring you to physically move any files to another location. For example, if your host has created a secure subfolder for you in a shared SSL location at `https://secure.somehost.com/yourfolder/`, a virtual directory would be created beneath "yourfolder" and mapped to your site's ssl folder at `http://www.yourweb.com/ssl/`. Thanks to the virtual directory, the files contained in the "ssl" folder can now be viewed securely at `https://secure.somehost.com/yourfolder/` without being transferred to a new location.

Follow the instructions below to configure your store to use this form of shared SSL security.

1. Open your web store in **Dreamweaver** or **FrontPage**.
2. Click the **StoreFront 6.0** menu and select **Store Configuration**.
3. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.
4. Open the **General** tab.



5. In the **Secure Directory Location** field, enter the full URL to the virtual directory under the host's shared SSL domain that is mapped to your site's ssl folder. The URL must be prefixed with https:// If you don't know the path, contact your host for help. An example of a possible path for this SSL configuration is:
`https://secure.yourhost.com/yourStore/`
6. Click **File** and select **Save**.
7. Copy the store's "bin" folder, web.config file and global.asax file from the root folder into the "ssl" folder, overwriting any copies that already exist there.
8. **Access database web stores only:** open each of the web.config files and locate the following lines:

```
<StoreFrontConfiguration>
<add key="StoreFront.DataAccess.ConnectionString" value="Provider=Microsoft.Jet.OLEDB.4.0;Data
Source=[MapPath]db\s6.mdb;User Id=Admin;Password=;" />
</StoreFrontConfiguration>
```

Change this code to include the physical path to your web store's database file.
For example:

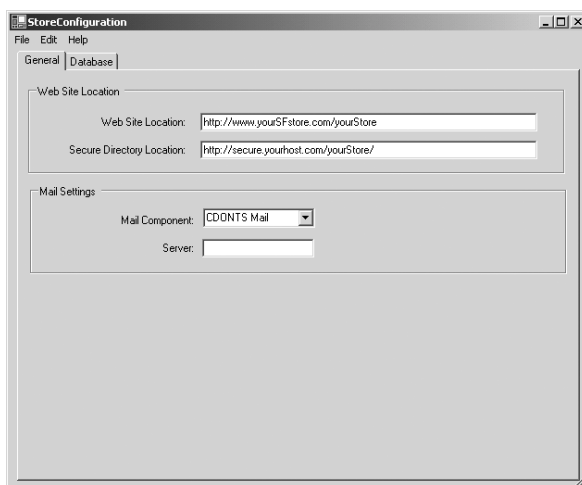
```
<StoreFrontConfiguration>
<add key="StoreFront.DataAccess.ConnectionString" value="Provider=Microsoft.Jet.OLEDB.4.0;Data
Source=C:\inetpub\wwwroot\db\s6.mdb;User Id=Admin;Password=;" />
</StoreFrontConfiguration>
```

Save the changes to each file.

SHARED SSL IN A PHYSICALLY SEPARATE LOCATION

This form of shared SSL is very similar to the type described in the previous section. It is different, however, in that the host does not map a virtual directly from the secure domain to your store's "ssl" folder. Rather, the host creates a folder under the secure domain for you and you must transfer the entire contents of your ssl folder into it. Read the instructions below for more information about how you can configure your store to use this form of SSL.

1. Open your web store using **Dreamweaver** or **FrontPage**.
2. Upload the entire contents of the store's "ssl" folder into your folder under the host's secure domain. Do not move the ssl folder itself; copy only the contents.
3. Click the **StoreFront 6.0** menu and select **Store Configuration**.
4. Copy the store's "bin" folder, web.config file, and global.asax file from the root folder into the "ssl" folder, overwriting any copies that already exist there.
5. Provide the information required for the client tools to connect to the store's database. See *Connecting the StoreFront Client Tools to a Database*, page 17, for more information.
6. Open the **General** tab.



7. In the **Secure Directory Location** field, enter the full URL to your folder under the host's shared SSL domain using an https:// prefix. If you don't know this path, contact your host for help. For example, https://secure.yourhost.com/yourStore/.
8. Click **File** and select **Save**.

9. **Access database web stores only:** open each of the web.config files and locate the following lines:

```
<StoreFrontConfiguration>
<add key="StoreFront.DataAccess.ConnectionString" value="Provider=Microsoft.Jet.OLEDB.4.0;Data
Source=[MapPath]db\s6.mdb;User Id=Admin;Password=" />
</StoreFrontConfiguration>
```

Change this code to include the physical path to your web store's database file.
For example:

```
<StoreFrontConfiguration>
<add key="StoreFront.DataAccess.ConnectionString" value="Provider=Microsoft.Jet.OLEDB.4.0;Data
Source=C:\inetpub\wwwroot\db\s6.mdb;User Id=Admin;Password=" />
</StoreFrontConfiguration>
```

Save the changes to each file.

Note: one of the disadvantages of this form of shared SSL is that whenever you make changes to your site's design template, you must physically copy the styles.css file from the store's root folder to the secure folder, overwriting the copies that reside there. If this is not done, updates to your store's configuration settings or design won't take effect in the secure location. Similarly, if you Compile Site in the course of testing customizations, you must re-upload a copy of the "bin" folder to the secure location

FINAL TESTING

Before you open you store for business and begin taking orders, you should test it thoroughly. The best way to do this is to browse through the store as a customer would, searching the inventory, ordering products, adding items to the Saved Cart, and so forth. Complete several orders from start to finish.

As you test, check for error messages and broken image links. On Product Pages and Catalog Pages, verify that items can be ordered from each Product Bot and that E-Mail a Friend and Add to Cart buttons are functioning properly.

At shoppingcart.aspx, verify that you can modify the contents of your order, apply coupons (if you are using them), and continue on to the checkout process. While checking out, again check for any error messages and in general attempt to use every available feature. Make sure that tax rates are being applied where applicable and that shipping is being calculated. Finally, when an order is completed, verify that you receive two e-mail messages: one as a receipt for the order, and one as a merchant notification.

To test your store's security, attempt to gain access to the database using a browser by entering the URL to the database in the address window, then hitting enter. If you are denied access, your database is secure; if your browser begins to download a file, then the database is unsecure and your host needs to apply the proper permissions settings (see page 185). Also attempt to browse to your store's "management" folder. If you are prompted for a password, then the management folder is secure; if you are allowed to gain access without providing a username and password, then your host needs to secure the folder according to the instructions on page 185.

If you encounter any problems, either correct them through configuration or, in the case of error messages, by using the resources available at <http://support.storefront.net>.

Chapter 9: Marketing Your Store



Chapter 9: Marketing Your Store

CHAPTER OVERVIEW

Simply opening a web store isn't enough to ensure that it will attract business; instead, you have to court business through marketing. This chapter provides information about some of the tools built into StoreFront to assist you in this task, including: coupons, gift certificates, the Affiliate Partners program, and integration with services like Shopping.com and Infopia Marketplace Manager.

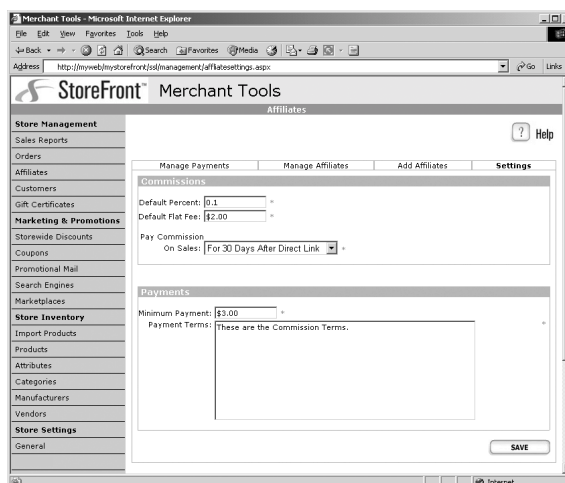
Using the Affiliate Partners Program

Many successful online businesses use affiliate programs—Amazon.com, for example. Your StoreFront web store has built-in support for an affiliate program. In this program, web masters or the owners of other web stores can sign up to become your store's Affiliate Partners. Once a web master becomes a Affiliate Partner, they will create one or more links on the pages of their site to refer traffic to your web store in return for a commission. The commission for each partner can be either a flat fee paid for each order referred, or a percentage of the total referred sales. To learn more about using the Affiliate Program, read the following sections.

INITIAL AFFILIATE PROGRAM CONFIGURATION

There are some simple configuration tasks you should perform before you begin using your store's Affiliate Partner's Program.

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Affiliates**.
3. Click **Settings**.



4. Each Affiliate Partner's commission can be calculated as either a flat fee paid for each referred sale, or a percentage of total referred sales. Although you can specify the exact amount for each Affiliate Partner's commission, you can also choose a default commission value that will automatically be assigned to each new Affiliate Partner. You can always edit an Affiliate's account to change their rate of commission.
5. If you plan to pay Affiliate Partner commissions as a percentage of total referred sales, enter the default commission percentage in the **Default Percent** field.
6. If you plan to pay each Partner's commission based on a flat fee for each referred sale, enter the default per sale commission in the **Default Flat Fee** field.
7. Select one of the following options from the **Pay Commission on Sales** menu:

Originating from a Direct Link: an order will only be counted as a referral if the customer arrived at your store through an Affiliate Partner's link and purchased products within the same shopping session. If the customer arrived at your store through an Affiliate link, left, then returned several hours later and purchased an item, that order will not be counted as a valid referral even though the customer initially arrived through the Affiliate link.

For 30 Days After a Direct Link: an order will only be counted as a referral if a customer purchases products from your store within 30 days of having visited through an Affiliate link. During the initial visit, the customer must have created an account in your store or purchased products.

For 60 Days After a Direct Link: an order will only be counted as a referral if a customer purchases products from your store within 60 days of having visited through an Affiliate link. During the initial visit, the customer must have created an account in your store or purchased products.

For 90 Days After a Direct Link: an order will only be counted as a referral if a customer purchases products from your store within 90 days of having visited through an Affiliate link. During the initial visit, the customer must have created an account in your store or purchased products.

For 1 Year After a Direct Link: an order will only be counted as a referral if a customer purchases products from your store within 1 year of having visited through an Affiliate link. During the initial visit, the customer must have created an account in your store or purchased products.

Indefinitely: an order will only be counted as referral if a customer purchases products from your store at any time after having visited through an Affiliate link. During the initial visit, the customer must have created an account in your store or purchased products.

8. You can enter an amount to be used as your store's minimum commission payment. If the calculated commission earned by an Affiliate Partner is less than this value, the Affiliate will receive the minimum commission. Commission payments in excess of the minimum payment charge will not be affected. Enter the amount of the minimum payment in the **Minimum Payment** field. For no Minimum Payment, leave this field blank or enter a zero.
9. If you'd like to display some form of agreement, contract, or other terms to Affiliate Partners when they sign up for an account in your store, enter it in the field labeled **Payment Terms**. This field will accept HTML tags if you would like to use them.
10. Click **Save** to save these settings.

CREATING NEW AFFILIATE PARTNERS

Follow the instructions below to create a new Affiliate Partner. For more information about the Affiliate Partners Program, see *Using the Affiliate Partners Program*, page 195.

1. Use a browser to open your web store's **Merchant Tools**.
2. In the left navigation menu, click **Affiliates**.
3. Click **Add Affiliates**.

The screenshot shows a web browser window titled "Management - Microsoft Internet Explorer" with the address "http://mywebstorefront/jsdmanagement/addAffiliate.aspx". The page is titled "StoreFront Merchant Tools" and "Affiliates". On the left is a navigation menu with categories like "Store Management", "Marketing & Promotions", "Store Inventory", and "Store Settings". The "Affiliates" section is active, showing tabs for "Manage Payments", "Manage Affiliates", "Add Affiliates", and "Settings". The "Add Affiliates" tab is selected, displaying a "General Information" form with fields for First Name (Wendy), Middle Initial, Last Name (Day), Company (Breezy Creations), Address (1234 Main Street), City (Anchorage), State/Province (Alaska), Postal Code (99599), Country (United States), Phone (555-123-4321), Fax (555-123-5321), and Web Site Address (breezycreations@xxx.com). Below this is a "Login" section with fields for E-mail Address, Password, and Confirm Password. At the bottom is a "Commissions" section.

4. Under the General Information section of the page, enter the Partner's contact information, including the address of their web site.

5. Under the Login section, enter the Partner's e-mail address and a password. Once their account has been created, the Affiliate Partner will be able to log in at your site's `affsignin.aspx` page to view their referrals, commission due, and other information.
6. Using the inputs under the **Commission** section of the page, configure the Affiliate Partner's commission rate. Commissions can be paid to Affiliate Partners as either a flat fee for each referred order, or as a percentage of total referred sales.

To pay a percentage: enter the percentage of the commission in the field labeled Commission Percent.

To pay a flat fee: enter the amount of the per sale fee in the field labeled **Commission Flat Fee**.

7. Click **Save**.
8. Once a web master has been established as a Affiliate Partner, he or she can return to the `affsignin.aspx` page to view information about the total sales referred to your site and the total commission earned. The new Affiliate Partner will also appear under the Manage Affiliates section of your store's Merchant Tools, where it can be modified or deleted.
9. To update your web store's Affiliate Partner Program settings immediately, click **Apply to Site** in the left navigation menu. Finally, instruct the new Partner to browse to `affsignin.aspx`, a page located in your web store's root folder. From this page, the new Partner can login to their account using the login you assigned in step 5, above. Once logged in, the new Partner should click the "Create Affiliate Links" option. This will generate the special URLs that the Partner should use to link to your store. Only sales referred to your store through these hyperlinks will be counted as valid referrals.

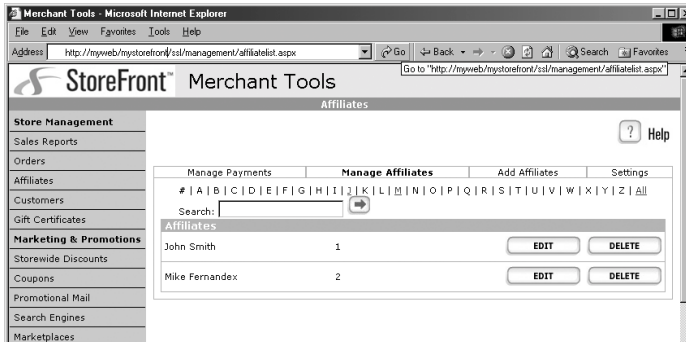
Note: web masters and other web store owners can sign themselves up for your Affiliate Program through the `affsignin.aspx` page in the root folder of your store. Affiliate Partner accounts created this way will use the default commission rate, but can be modified to change this and other information. Read the following section to learn more.

EDITING AND DELETING AFFILIATE PARTNERS

You can edit an existing Affiliate Partner account to modify saved information like the commission rate. An Affiliate Partner can also be deleted. Once an Affiliate Partner has been deleted, they will no longer be able to log in to their account from your web store's `affsignin.aspx` page, and sales referred from their site will no longer earn a commission.

1. Open your web store's **Merchant Tools** in a browser.

2. In the navigation menu to the left, click **Affiliates**.
3. Click **Manage Affiliates**.



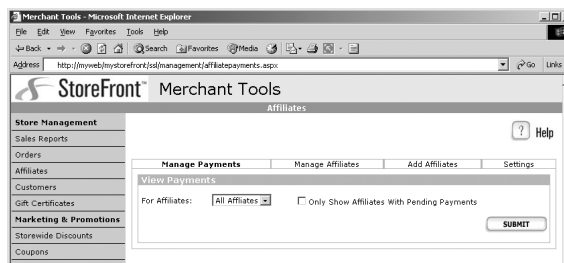
To edit an Affiliate Partner: Click the **Edit** button to the right of the Affiliate Partner's name. Make any changes you like, then click **Save**.

To delete an Affiliate Partner: Click the **Delete** button to the right of the Affiliate Partner's name.

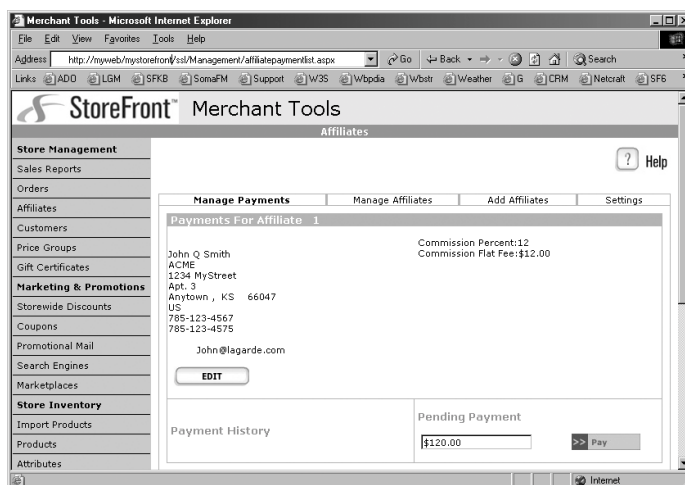
PROCESSING PAYMENTS FOR AFFILIATE PARTNERS

The Manage Affiliates menu also contains a set of tools to help you keep track of the amounts you owe to each partner for their referred sales.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Affiliates**.
3. Click **Manage Payments**.



4. From the **For Partner** menu, select the Affiliate Partner whose payment information you wish to view. You can also choose to view only those Affiliate Partners who have payments pending.
5. Click **Submit**.



6. The commission amount currently owed to the Affiliate Partner will be displayed in the **Pending Payment** field. To clear this field and indicate that the current commission has been paid, click **Pay**. This will move the payment to the Payment History column. Any payment listed under Payment History can be voided by clicking its **Void** button. The amount of the voided payment will be added to the Pending Payment.

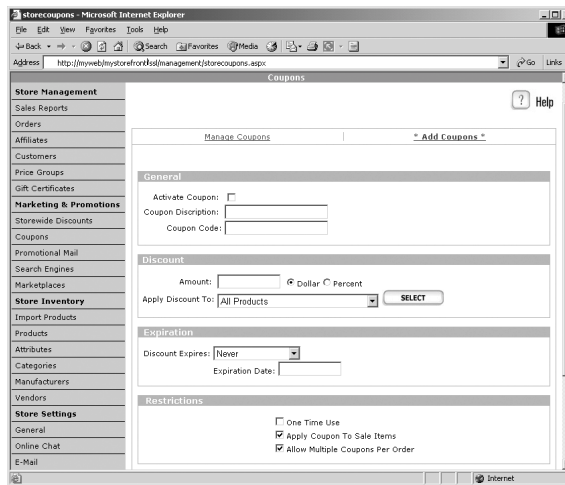
Note: when your Affiliate Partners log in through your store's `affsignin.aspx` to view their account information, they will also be able to see their Pending Payment and Payment History information. Thus, any changes you make under the Manage Payments menu to an Affiliate Partner's payment information will also be viewable to that Partner.

Using Coupons

You can create and distribute an unlimited number of coupons in your web store. Each coupon can have a unique discount value and can be configured to expire at a certain date or to be redeemable indefinitely. Coupons are distributed in the form of a coupon code—a combination of numbers and text—and are redeemed at the store's `shoppingcart.aspx`. Read the following sections to learn more about using coupons.

CREATING COUPONS

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Coupons**.
3. Click **Add Coupons**.



4. The **Activate Coupon** option determines whether a Coupon is active and can be used by customers, or whether it is inactive and can not be used. To activate the new Coupon, check this option.
5. If you like, you can enter a brief description for each Coupon in the **Coupon Description** field. When a customer redeems a Coupon at shoppingcart.aspx, the Coupon's description will be displayed.
6. In the **Coupon Code** field, enter the Coupon Code for the new Coupon. The Coupon Code is the combination of characters which a customer will submit at the order summary page (shoppingcart.aspx) to gain access to the discount provided by the Coupon.
7. The value entered in the Amount field determines the amount of the discount the Coupon will bestow on the customer who uses it. Amounts can be entered in two different forms:

To deduct a flat amount: choose **Dollar** and enter only that amount in the Amount field. Do not enter any currency symbols. For example, 20.00.

To deduct a percentage: choose **Percent** and enter a number between 1 and 100.

8. The option chosen from the **Apply Discounts To** menu determines the scope of products to which the Coupon may be applied. If All Products is chosen, then the Coupon may be used with any of the items in your store's inventory. If any other option is chosen, then the Coupon can only be used with those products which fall within its scope, and the amount of its discount (if percentage-based) will be figured based only on the cost of those items. The option choices are:

All Products: the Coupon can be used with any item.

Selected Products: the Coupon can only be used with the items you choose. You can select the items that the Coupon applies to by clicking the **Select** button to the right of the Apply Discounts To menu.

All Products in Category(s): the Coupon can be used only with those items within the Category(s) you choose. The Category(s) can be chosen by clicking the **Select** button to the right of the Apply Discounts To menu.

All Products Assigned to Manufacturer: the Coupon can be used only with those items assigned to the Manufacturer(s) you choose. The Manufacturer(s) can be chosen by clicking the **Select** button to the right of the Apply Discounts To menu.

All Products Assigned to Vendor: the Coupon can be used only with those items assigned to the Vendor(s) you choose. The Vendor(s) can be chosen by clicking the **Select** button to the right of the Apply Discounts To menu.

9. The Coupon Expires setting determines when the Coupon will expire. When a Coupon has expired, your customers will no longer be able to use it, though the Coupon itself will still be stored in your database and can be reactivated. There are two options that can be selected from this menu:

Never: the Coupon will not expire until manually deactivated.

On Specified Date: the Coupon will expire on the date entered in the Expiration Date field.

One Time Use: the Coupon will be automatically deactivated after it has been used just once.

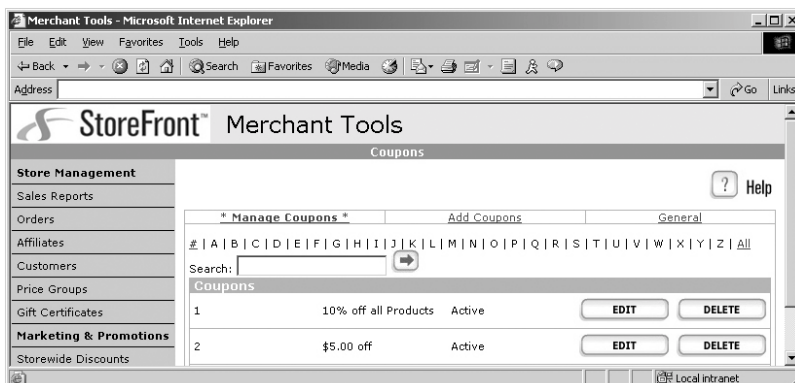
Apply Coupon to Sale Items: customers will be allowed to apply this coupon to items that have been placed on sale (this does not include items affected by a Storewide Discount).

Allow Multiple Coupons Per Order: selecting this option will allow customers to use this coupon in conjunction with other coupons for stackable discounts.

10. When you're finished configuring the options for the new coupon, click **Save** to save it and to make it available to your customers.
11. To allow customers to begin using the new coupon immediately, click **Apply to Site** in the left navigation menu.

DELETING COUPONS

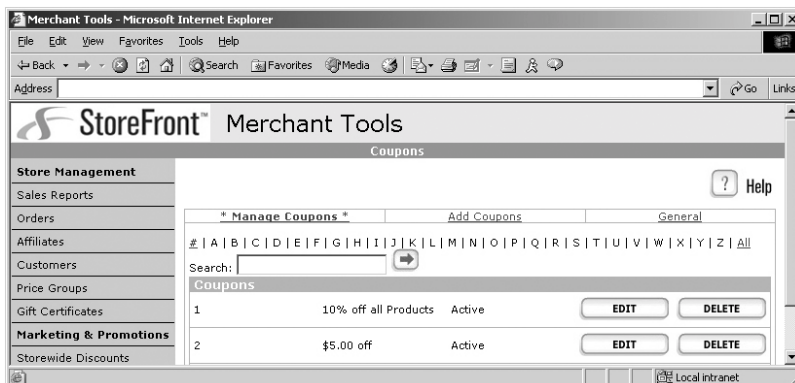
1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Coupons**.



3. Locate the coupon you wish to delete and click the **Delete** button to the right of its Coupon Code and Description.
4. Click **Apply to Site** in the left navigation menu to update the store.

EDITING COUPONS

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Coupons**.



3. Locate the coupon you wish to deactivate, then click the **Edit** button to the right of its Coupon Code and Description.

4. Make any changes you like to the coupon's settings, then click **Save**.
5. To see the changes take effect in the store immediately, click **Apply to Site** in the left navigation menu.

Publishing to Marketplaces

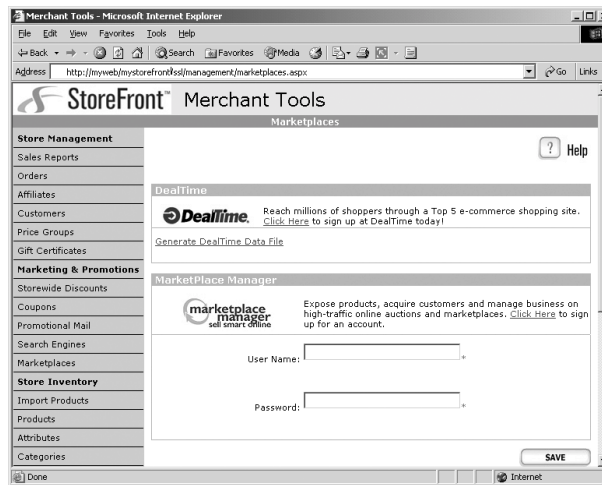
Your web store's Merchant Tools contain a Marketplaces menu that you can use to greatly increase the exposure of your store's inventory by publishing items to Shopping.com or Infopia's Marketplace Manager. Shopping.com is a massive online shopping portal—a sort of virtual mall—where your products will be displayed alongside those of other merchants. Customers who see your items and think you're offering a good deal can follow a link back to your store to place an order.

Infopia's MarketPlace Manager service will help to increase the exposure and visibility of your inventory and your store by displaying your products in online auction sites like *eBay*, *yahoo!Auctions*, *AmazonAuctions*, and *uBid*. Customers can then purchase items in these venues or follow a referring link back to your site. The Infopia service also includes its own set of management and reporting tools to allow you to custom tailor your marketing approach.

Both Marketplace Manager and Shopping.com require you to register and pay a monthly fee for the use of the service. Read the following sections to learn more about the use and configuration of these services.

PUBLISHING PRODUCTS TO SHOPPING.COM

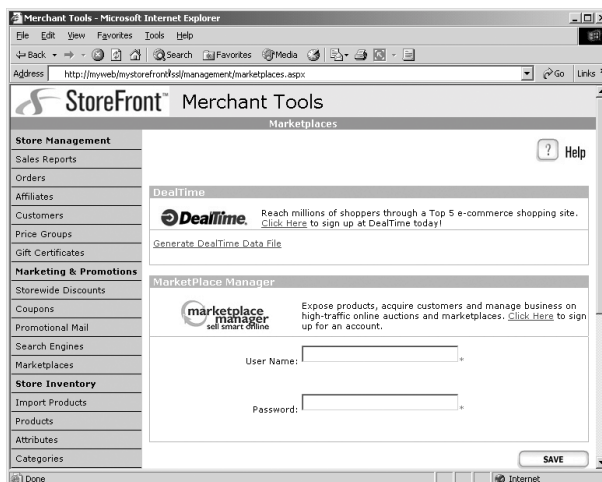
1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Products**.
3. You must choose which items will be published to Shopping.com. Perform the following steps for each item you wish to publish and, when you are finished, click **Apply to Site**:
 - Click the item's **Edit** button
 - Click **Marketing**
 - Check **Publish to Shopping.com**
 - Click **Save**
4. In the left navigation menu, click **Marketplaces**.



5. Under the **Shopping.com** section of the page, click the **Sign Up** link.
6. Follow the instructions on the page that loads to establish an account with Shopping.com.
7. After you have finished establishing your account, click **Generate Shopping.com Data File**.

PUBLISHING PRODUCTS TO MARKETPLACE MANAGER

1. Use a browser to open your store's **Merchant Tools**.
2. You must choose which items will be published to Marketplace Manager. In the left navigation menu, click **Products**. Perform the following steps for each item you wish to publish.
 - Click the item's **Edit** button
 - Click **Marketing**
 - Check **Publish to Marketplace Manager**
 - Click **Save**
3. In the left navigation menu, click **Marketplaces**.



4. Under the **Marketplace Manager** section of the page, click the **Sign Up** link.
5. Follow the instructions on the page that loads to establish an account with Infopia for the Marketplace Manager service.
6. After you have finished establishing your account you will be given a User Name and Password. Enter these in the **User Name** and **Password** fields under the Marketplace Manager section of the menu.
7. Click **Save**.

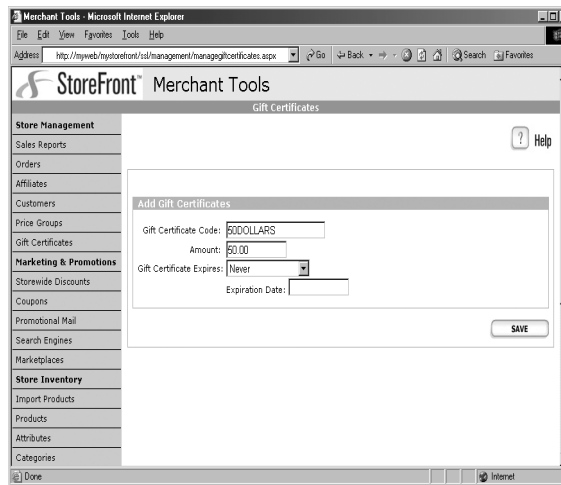
After Save is clicked, the product will be instantly published to Marketplace Manager. You can begin managing your inventory and other account settings by visiting www.MarketplaceManager.com and then logging in by clicking on the Merchant Login icon. Marketplace Manager provides extensive documentation to assist you in understanding the use of the tools they provide.

Using Gift Certificates

You can create and distribute Gift Certificates to your store that, when used, will deduct a set dollar amount from a customer's order. Gift Certificates are redeemed at the store's [payment.aspx](#) page by entering a unique Gift Certificate Code assigned to each gift certificate. When a Gift Certificate has been fully expended, it will be deactivated, but not deleted. Read the following sections to learn more about creating and managing Gift Certificates.

CREATING GIFT CERTIFICATES

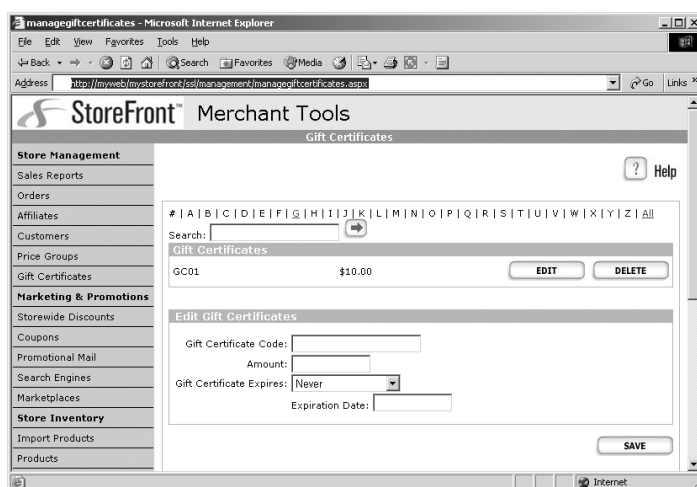
1. Use a browser to open your web store's **Merchant Tools**.
2. In the left navigation menu, click **Gift Certificates**.
3. Click **Add Gift Certificate**.



4. In the **Gift Certificate Code** field, enter the Gift Certificate Code for the new Gift Certificate. The Gift Certificate Code is the combination of characters which a customer will be required to submit at the payment information gathering page of the checkout process (payment.aspx) in order to gain access to the discount provided by the gift certificate.
5. Enter the amount of credit the Gift Certificate will provide in the **Amount** field.
6. Click **Save** to save the Gift Certificate and activate it.
7. To allow a customer to begin using the Gift Certificate immediately, click **Apply to Site** in the left navigation menu.

EDITING AND DELETING GIFT CERTIFICATES

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Gift Certificates**.



To delete a Gift Certificate: Locate the Gift Certificate you wish to delete, then click the **Delete** button to the right of its Gift Certificate Code.

To edit a Gift Certificate: Locate the Gift Certificate you wish to modify, then click the **Edit** button to the right of its Gift Certificate Code.

Make any changes you like to the Gift Certificate Code or Amount. When you're finished, click **Save** to save the changes.

4. To see the changes reflected in the store immediately, click **Apply to Site** in the left navigation menu.

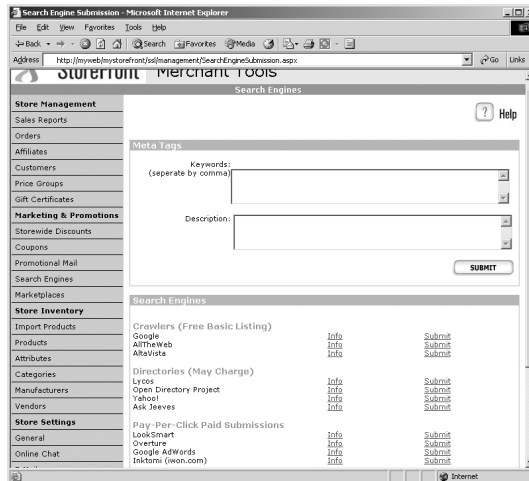
Note: increasing the maximum amount of an existing, partially used Gift Certificate will increase the remaining credit by an amount equal to the amount of the increase. For example, imagine you have a Gift Certificate for 20.00 which has 5.00 of remaining credit and you edit it to increase its amount by 10.00. The Gift Certificate now has an amount of 30.00, and the remaining credit on the Gift Certificate will also increase 15.00. Decreasing the Amount of the Gift Certificate will have the opposite effect: the amount of the decrease will be deducted from the remaining credit.

Submitting Your Site to Search Engines

It has been estimated by various sources that about 80% of the traffic to most web sites comes directly from search engines. Of this traffic, over 90% of it comes from a few (less than a dozen) major search engines.

To help you ensure the success of your web store by guaranteeing a heavy traffic flow, your web store's Merchant Tools contain a list the major search engines where you'll want to register your site. On the same page, you can also find hyperlinks to learn more about and register with each search engine. To open this page:

1. Use a browser to open your store's **Merchant Tools**.
2. Click **Search Engines** in the left navigation menu.



To learn more about a search engine: click the “Info” link to the right of the search engine’s name.

To register with a search engine: click the “Submit” link to the right of the search engine’s name.

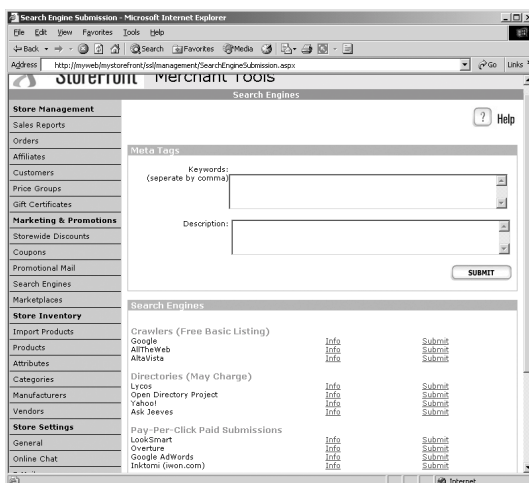
Adding Meta Tags to Your Store’s Pages

Registering your site with search engines is an important first step towards achieving a high level of search engine-generated traffic.

You can also increase the number of visitors referred to your site through search engines by improving your search engine ranking—the order in which your site is listed in search results for a specific keyword or item. A site with a high ranking—say, within the first one or two pages of results—is likely to receive far more hits than a site with a lower ranking.

One way to increase your site's search engine ranking is by adding meta tags to its pages. The "meta" prefix essentially means "describing" or "about." Meta tags describe your store's pages to search engines, like labels. A well-written label will get you a higher search engine ranking than a poorly written one. Your store's Merchant Tools contain tools to help you add meta tags to your store's pages. Read the instructions below for more information.

1. Use a browser to open your store's **Merchant Tools**.
2. Click **Search Engines** in the left navigation menu.



3. Enter as many keywords as you like in the **Keywords** field, separating each keyword with a comma. These should be words that describe your business and your merchandise. For example, if your store sells coffee products, you might enter *coffee, espresso, java, coffee beans, gourmet coffee, french roast, full bodied*, etc.
4. In the **Description** field, enter a brief description of your site. When your site is listed by a search engine, this description may be displayed next to your site's URL. For example, "*We sell the most delicious coffees in the world,*" might begin a suitable description for a coffee store.
5. Click **Save**.
6. To begin displaying (to search engines only; your customers won't actually see this information) the meta tag information in your store's pages, click **Apply to Site** in the left navigation menu.

Sending Promotional Mail

Besides attracting new customers to your store through search engines and tools like the Affiliate Program, it's also important to keep existing customers informed about what's going on in your store. The Promotional Mailer is designed for this purpose. Using the Promotional Mailer, you can send mass mailings to customers who have signed up for your store's mailing list. Customers can sign up for the mailing list by checking the "Subscribe to Mailing List" option that appears during the checkout process, or by choosing to subscribe while signing up for an account with your store. Read the instructions below to learn more about using the Promotional Mailer.

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Promotional Mail**.

3. To send the email as plain text, choose Plain Text from the **Format** field. To send the email as HTML, choose HTML.
4. If you chose Plain Text, enter the body of the email in the **Body** field. For example: "Don't miss the big sale at www.yourwebstore.com. For a limited time, you can get 10% off our entire stock of Widgets by using the following coupon code: 10PWIDGET" Also enter any dynamic data tags you would like to use.
5. If you chose HTML, a WYSIWYG HTML Editor will load to assist you in the composition of your email by providing tools for the creation of tables and hyperlinks, insertion of images, and formatting of text. See HTML E-Mail Design Tools: Overview for more information about the use of this tool. Note: if you are using Netscape or a version of Internet Explorer older than v. 5.0, you will not be able to access the HTML E-Mail Design Tools. Instead, you will have to enter your HTML code manually. Also enter any dynamic data tags you would like to use.

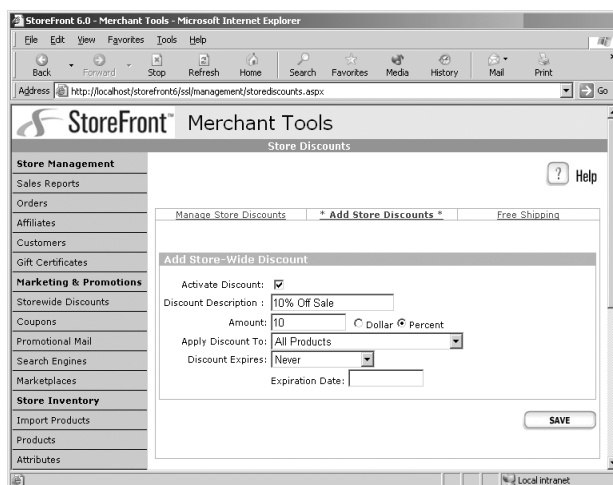
6. Next, you must choose which customers will be the recipients of the email. To send the email to customers who subscribed to the mailing list within a certain pre-set interval, such as the last week or month, choose one of the "Within the Last XX Days" options from the **Send to Customers Who Subscribed** menu. If you'd like to specify an interval, choose "Enter a Date Range" and enter the beginning and ending dates in the From and To fields.
7. You can further narrow the list of recipients by choosing to send the email to only those customers who have purchased a certain product. To do this, click the **Select Products** button and choose the desired product items. Otherwise, continue to the next step.
8. When you have finished composing the body of your email, click the **Send** button to send it.

Creating Storewide Discounts

Another good way to attract customers to your store is by creating a Storewide Discount—a sale affecting one or more of the products in your inventory. You can create an unlimited number of Storewide Discounts through the Merchant Tools. A Storewide Discount deducts a set percentage or amount and can be configured to apply to all orders placed in the store, or only to orders of items classified under certain Category(s), Vendor(s), or Manufacturer(s). Storewide Discounts are applied on the order summary page (shoppingcart.aspx) prior to the beginning of the checkout process, and are in addition to any discounts provided by individual product sales, Coupons, or Gift Certificates. The same menus that can be used to enable Storewide Discounts can also be used to enable free shipping on orders over a certain amount. Read the following sections to learn more.

CREATING A NEW STOREWIDE DISCOUNT

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Storewide Discounts**.
3. Click **Add Store Discounts**.



4. The **Activate Discount** option determines whether a Storewide Discount is active or not. When a discount is inactive, it will not affect the prices of items in your store. To activate the new discount, check this option.
5. If you like, you can enter a brief description of the Storewide Discount in the **Discount Description** field. This is for your reference only and won't be displayed to your customers at any point.
6. The value entered in the **Amount** field determines the amount deducted by the Storewide Discount. Storewide Discounts can be configured to deduct either a flat amount or a percentage of the order total.

To deduct a flat amount: enter the amount of the discount and choose **Dollar**.

To deduct a percentage: enter the amount of the discount and choose **Percent**.

7. You can use the **Apply Discount To** setting to determine which products will be covered by the Storewide Discount. If you choose All Products, then any product in the store will be eligible for the Storewide Discount and the amount of the discount will be figured based on the total cost of all the items in the order. If any other option is chosen, then the Storewide Discount will be figured based only on the cost of those items in the order which fall within the Discount's scope. The option choices are:

All Products: all items in the store will be covered by the Storewide Discount.

All Products in Category: only those items within a selected Category will be covered by the Store-Wide Discount. The Category can be chosen by clicking the **Select** button to the right of the **Apply Discounts To:** menu.

All Products Assigned to Manufacturer: only those items assigned to a selected Manufacturer will be covered by the Storewide Discount. The Manufacturer can be chosen by clicking the **Select** button to the right of the **Apply Discounts To:** menu.

All Products Assigned to Vendor: only those items assigned to a selected Vendor will be covered by the Storewide Discount. The Vendor can be selected by clicking the **Select** button to the right of the **Apply Discounts To:** menu.

8. The Discount Expires setting determines when the Storewide Discount will expire. When a Discount expires, its effects will disappear, though the Discount itself will still be stored in your database and can be reactivated. There are two options that can be selected from this menu:

Never: when this option is chosen, the Storewide Discount will not expire until manually deactivated or deleted.

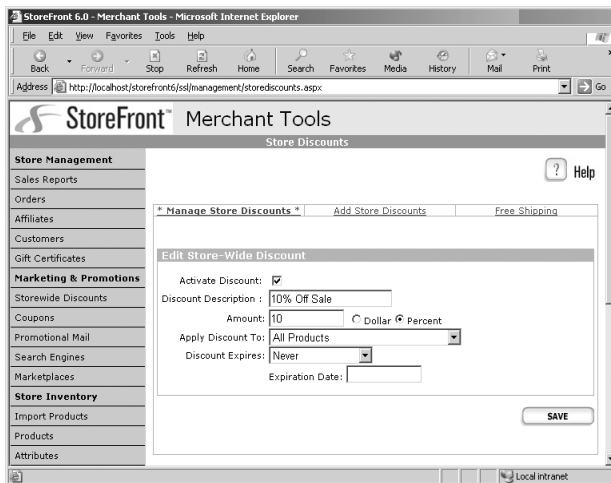
On Specified Date: when this option is chosen, the Storewide Discount will expire on the date entered in the Expiration Date field.

9. When you are finished configuring the options for the new Storewide Discount, click **Save** to put it into effect.

EDITING AND DELETING STOREWIDE DISCOUNTS

The instructions below describe how to edit or delete an existing Storewide Discount.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **Storewide Discounts**.



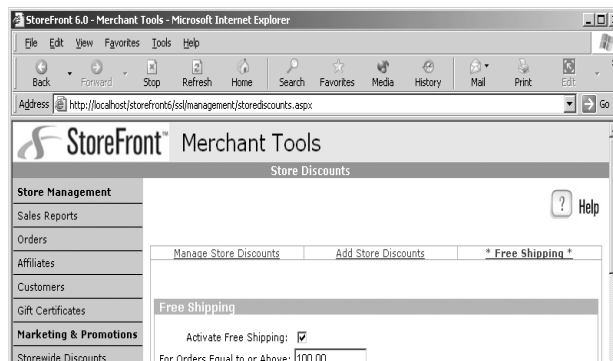
To delete a Storewide Discount: click the **Delete** button next to the discount you wish to remove.

To edit a Storewide Discount: click the **Edit** button next to the discount you wish to modify. Make any necessary changes, then click **Save**.

ENABLING FREE SHIPPING

The same section of the Merchant Tools that allows you to create Storewide Discounts also contains a tool to allow you to configure your store to offer free shipping to customers who place orders exceeding a certain amount.

1. Use a browser to open your store's **Merchant Tools**.
2. In the left navigation menu, click **Storewide Discounts**.
3. Click **Free Shipping**.



4. Check **Activate Free Shipping**.
5. In the **For Orders Over** field, enter the order total above which you'd like to reward customers with free shipping.
6. Select one of the following options from the **Free Shipping Expires** menu:
Never: free shipping will continue to be awarded to qualifying customers until you uncheck the Activate Free Shipping option.
On Specified Date: the store will cease awarding free shipping on the date you enter in the Expiration Date field.
7. Click **Save**.

Chapter 10: Managing Your Store



Chapter 10: Managing Your Store

CHAPTER OVERVIEW

This chapter deals with the tasks involved in the day-to-day management of your store: processing orders, managing accounts, and tracking sales. Here, you'll learn how to view information about ordering activity in your store using the store's Sales Reports. We'll also talk about how you can use the Order Management tools to track the shipment and payment status of orders. To conclude, we'll cover the Customer Management tools you can use to view, edit, and remove customer accounts from your store.

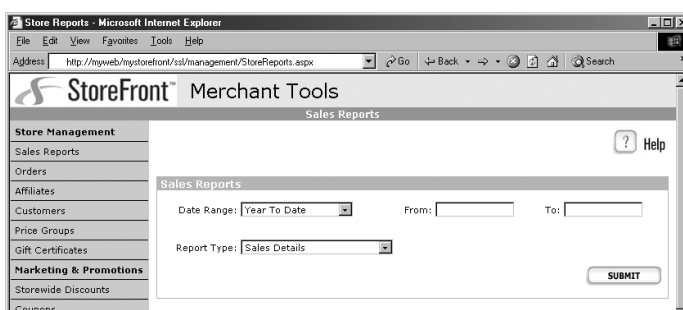
USING THE SALES REPORTS

Once your store has been built and opened for business, tracking ordering activity will become a major part of your daily management duties. To assist you in this task, StoreFront provides a set of five different sales reporting tools. Each of the tools allows you to view a different type of information about the store's ordering activity.

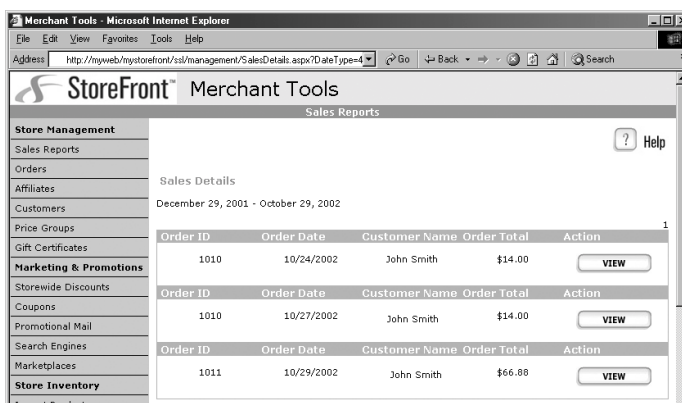
USING THE SALES DETAILS REPORT

The Sales Details Report will create a list of all the orders placed in your web store within a specified date range. The information displayed will include the Order ID, Order Total, the date the order was placed, and the name of the customer who placed the order. You can also choose any single order to view more information about it. Follow the instructions below to use the Sales Details Report.

1. Use a browser to open your store's **Merchant Tools**.



2. In the left navigation menu, click **Sales Reports**, then set the **Report Type** menu to **Sales Details**.
3. From the **Date Range** menu, select the interval from which you'd like to view orders: Day, Week to Date, Month to Date, or Year to Date. You can also choose "Enter a Date Range" to view orders from another interval. If you choose this option, enter the date range in the **From** and **To** fields to the right.



4. Click **Submit**.
5. To view more information about a certain order, click **View**.

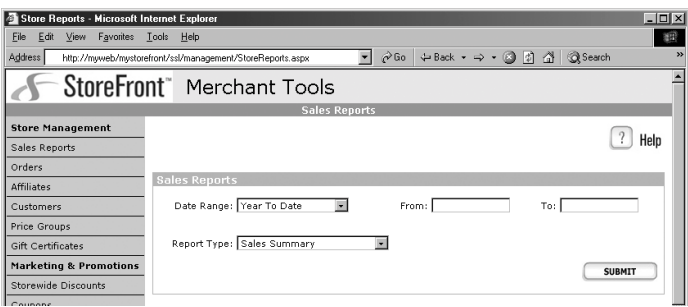
USING THE SALES SUMMARY REPORT

The Sales Summary Report provides an at-a-glance overview of ordering activity in your store. It displays the total net and gross sales for a specified date range, as well as a cost/profit breakdown. The report also displays the following sales statistics for the specified date range:

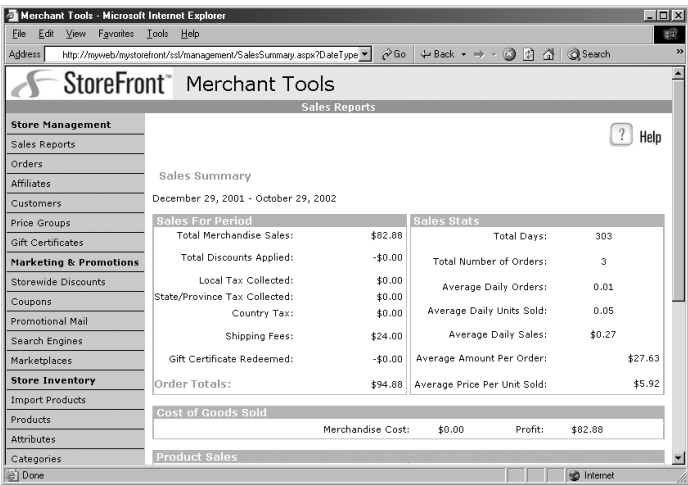
- the total number of orders placed
- the average number of orders placed per day
- the average daily order total
- the average number of items per order
- the average order total
- the five best selling product items
- the five worst selling product items

Follow the instructions below to use the Sales Summary Report.

1. Use a browser to open your store's **Merchant Tools**.



- 2. In the left navigation menu, click **Sales Reports**, then set the **Report Type** to **Sales Summary**.
- 3. From the **Date Range** menu, select the interval from which you'd like to view orders: Day, Week to Date, Month to Date, or Year to Date. You can also choose "Enter a Date Range" to view orders from another interval. If you choose this option, enter the date range in the **From** and **To** fields to the right.

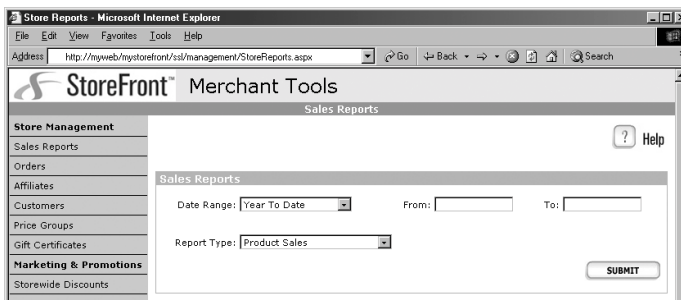


- 4. Click **Submit**.

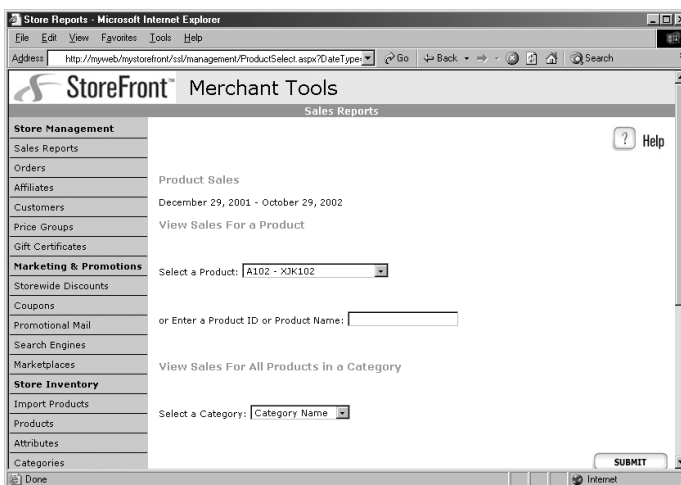
USING THE PRODUCT SALES REPORT

The Product Sales Report is designed to display ordering activity on an item-by-item basis for a given date range. The information displayed for each item includes the total quantity of the item sold and the total values of the units sold. Follow the instructions below to use the Product Sales Report.

1. Use a browser to open your store's **Merchant Tools**.



2. In the left navigation menu, click **Sales Reports**, then set the **Report Type** menu to **Product Sales**.
3. From the **Date Range** menu, select the interval from which you'd like to view orders: Day, Week to Date, Month to Date, or Year to Date. You can also choose "Enter a Date Range" to view orders from another interval. If you choose this option, enter the date range in the **From** and **To** fields to the right.
4. Click **Submit**.



5. Select the product item you want to view sales information for. To view information about all products in a Category, choose the **Category** from the **Select A Category** menu.

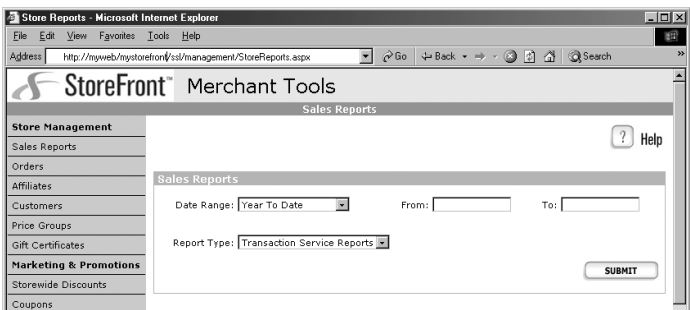


6. Click **Submit**.

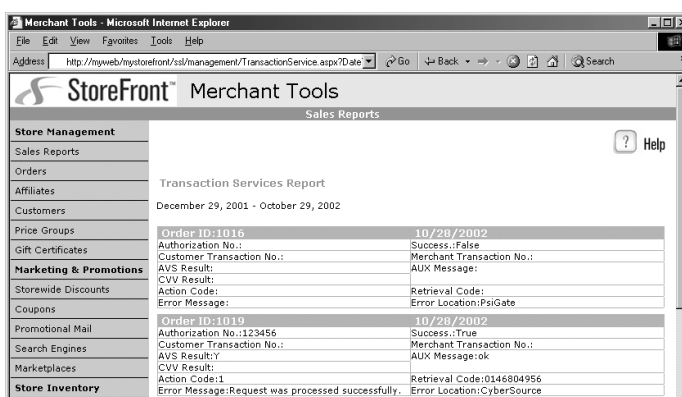
USING THE TRANSACTION SERVICE REPORT

If your web store is configured to use an online payment processing service to process credit cards or electronic checks, then you can use the Transaction Service Report to view the information returned to your store by the transaction processing service about individual orders. The information displayed by the report will include the transaction's authorization number, customer transaction number, AVS and CVV results, action, AUX message, and other related information. Read the instructions below for more information about using the Transaction Service Report.

1. Use a browser to open your store's **Merchant Tools**.



2. In the left navigation menu, click **Sales Reports**, then set the **Report Type** to **Transaction Service**.
3. From the **Date Range** menu, select the interval from which you'd like to view orders: Day, Week to Date, Month to Date, or Year to Date. You can also choose "Enter a Date Range" to view orders from another interval. If you choose this option, enter the date range in the From and To fields to the right.

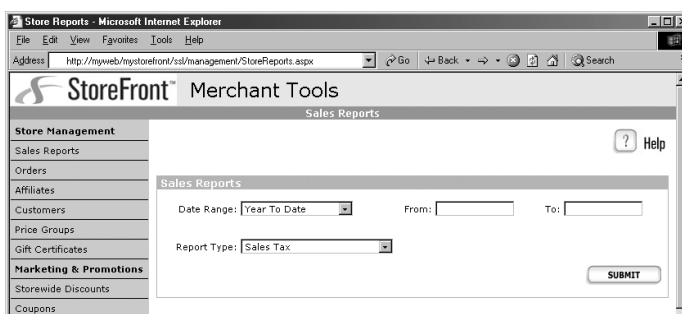


4. Click **Submit**.

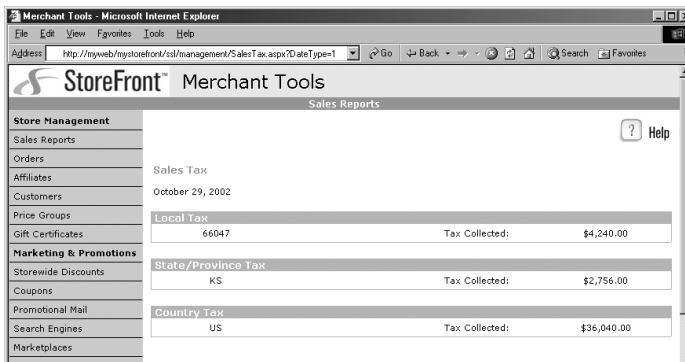
SALES TAX REPORT

The Sales Tax Report displays a summary of the total tax charged by your web store for a specified date range, broken down into Local Tax, State/Province Tax, and Country Tax categories. Read the instructions below to learn how to use the Sales Tax Report.

1. Use a browser to open your store's **Merchant Tools**.



2. In the left navigation menu, click **Sales Reports**, then set the **Report Type** to **Sales Tax**.
3. From the **Date Range** menu, select the interval from which you'd like to view orders: Day, Week to Date, Month to Date, or Year to Date. You can also choose "Enter a Date Range" to view orders from another interval. If you choose this option, enter the date range in the From and To fields to the right.



4. Click **Submit** to generate the report.

Order Management

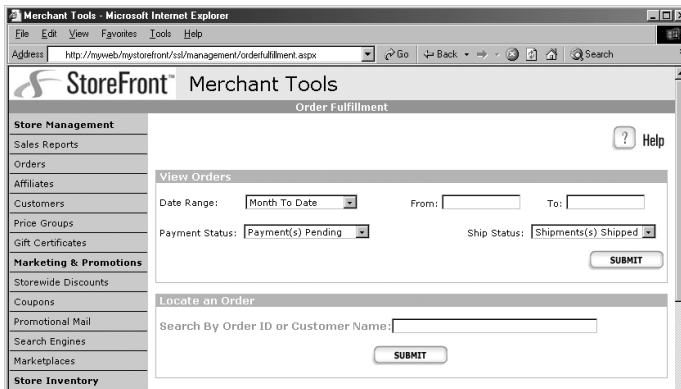
The Sales Reports are excellent tools for providing a quick, general impression of ordering activity in your store. On a related but more detailed, order-specific level are the Order Management tools. These tools allow you to track the payment and shipping status of an order, and to retrieve the information that will be needed to ship an order or bill the customer who placed it. You can also use them to print packing slips and to record tracking information for orders in transit. To learn more, continue reading.

CHANGING AN ORDER'S PAYMENT STATUS

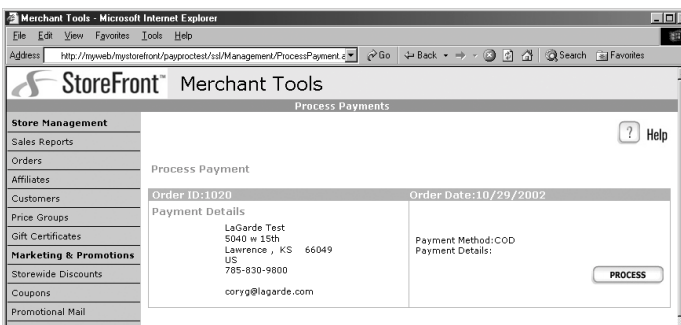
Payment status, like shipping status, is tracked for each order. When an order is first placed in your store, its payment status will be set to "pending." When you bill the order, you can change this status to "Paid" as a reminder that payment for the order has been received.

Note: if your store is configured to process e-checks or credit cards online through a payment processing service, then the payment status for every order paid for with either of these methods will automatically be set to "Paid."

1. Use a browser to open your store's **Merchant Tools**.
2. Click **Order Management** in the navigation menu to the left.



3. From the Date Range menu, select the interval from which you'd like to view orders: Day, Week to Date, Month to Date, or Year to Date. You can also choose "Enter a Date Range" to view orders from another interval. If you choose this option, enter the date range in the From and To fields to the right.
4. To view only those orders with payments pending, choose **Payments Pending** from the **Payment Status** menu. Otherwise, to view orders that payment has been received for, choose **Payments Collected**.
5. To view only those orders with shipments pending, choose **Shipment Pending** from the **Ship Status** menu. Otherwise, to view orders that have been shipped, choose **Shipments Shipped**.
6. Click **Submit**.
7. If you're looking for a single order, or orders by a single customer, enter the order's Order ID or the customer first and/or last name in the fields provided in the bottom half of the page, then click the **Submit** button below these fields.
8. Click the **View** button for the order you'd like to change the status of.



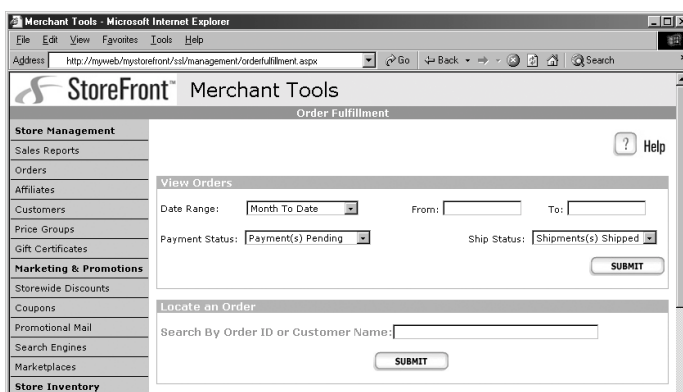
9. If the order contained items on backorder which were not billed along with the rest of the order, you'll see two entries under the **Payment** section of the page: one for the regular items and one for the backordered items. If the order contained no backordered items, you'll see only one entry. Click **Process**.
10. Gather whatever information you need to process and bill the order.
11. Click **Process**. The payment status will now be set to **Paid**.

CHANGING AN ORDER'S SHIPPING STATUS

Your store tracks the shipment and payment status of every order to help you keep track of which have been shipped and which you've received and processed payments for. When an order is first placed in your store, its shipment status will be set to "pending." When you actually ship the order, you can change this status to "shipped" to indicate that the order has been fulfilled.

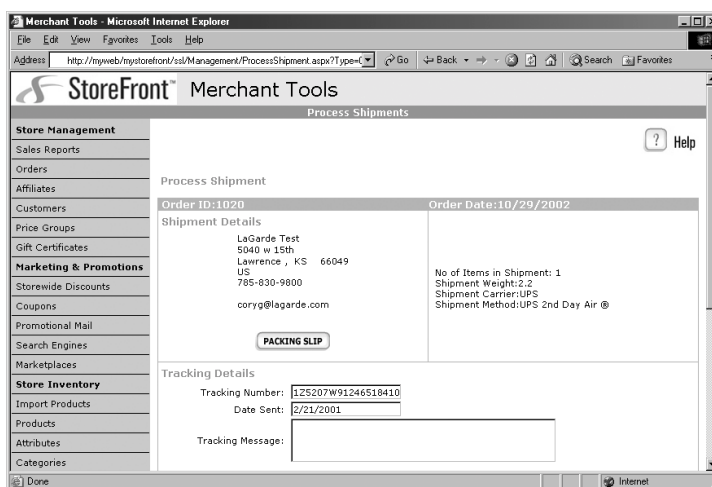
Note: if an order contains no shippable products, its shipping status will automatically be set to "Shipped"

1. Use a browser to open your store's **Merchant Tools**.
2. Click **Order Management** in the navigation menu to the left.



3. From the Date Range menu, select the interval from which you'd like to view orders: Day, Week to Date, Month to Date, or Year to Date. You can also choose "Enter a Date Range" to view orders from another interval. If you choose this option, enter the date range in the **From** and **To** fields to the right.
4. To view only those orders with payments pending, choose **Payments Pending** from the **Payment Status** menu. Otherwise, to view orders that payment has been received for, choose **Payments Collected**.

5. To view only those orders with shipments pending, choose **Shipment Pending** from the **Ship Status** menu. Otherwise, to view orders that have been shipped, choose **Shipments Shipped**.
6. Click **Submit**.
7. If you're looking for a single order, or orders by a single customer, enter the order's Order ID or the customer first and/or last name in the fields provided in the bottom half of the page, then click the **Submit** button below these fields.
8. Click the **View** button for the order you'd like to change the status of.



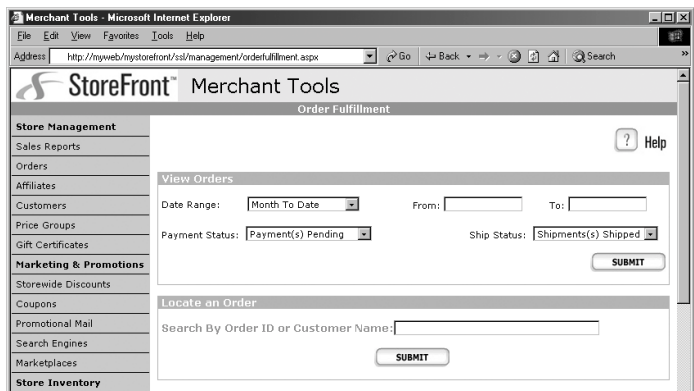
9. If the order contained items on backorder, you'll see two inputs under the Shipping section of the page: one for the regular items and one for the backordered items. If the order contained no backordered items, you'll see only one input. To process a shipment, click the  icon to the right.
10. You can now collect the shipping information for the order and print a packing slip if you so choose (see the following section for more information). To change the order's shipment status, either enter the information necessary to track it (see page 230) or else return to the previous page and change the status of the order manually, by changing the **Shipment Status** menu to **Shipments Shipped**.

PRINTING PACKING SLIPS

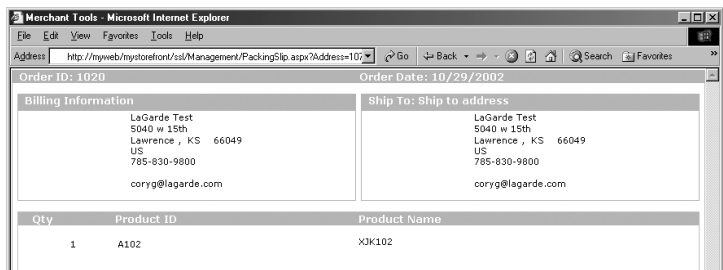
You can use the Order Management tools to print a packing slip for each order. The packing slip will list the contents of the order, the purchaser's name and address, and the name and address of the recipient. Read the instructions below for more information.

1. Use a browser to open your store's **Merchant Tools**.

2. In the navigation menu to the left, click **Order Management**.



3. From the **Date Range** menu, you must select the interval from which you'd like to view orders: Day, Week to Date, Month to Date, or Year to Date. You can also choose "Enter a Date Range" to view orders from another interval. If you choose this option, enter the date range in the **From** and **To** fields to the right.
4. To view only orders with a Payment Status of Pending, choose Payments Pending from the **Payment Status** menu.
5. To view only orders with a Shipment Status of Pending, choose Shipment Pending from the **Shipment Status** menu.
6. Click **Submit**.
7. If you're looking for a single order, or orders by a single customer, enter the order's Order ID or the customer's first and/or last name in the fields provided in the bottom half of the page, then click the **Submit** button below these fields.
8. Click the **View** button for the order you'd like to print a packing slip for.
9. Click **Packing Slip** to generate the packing slip.

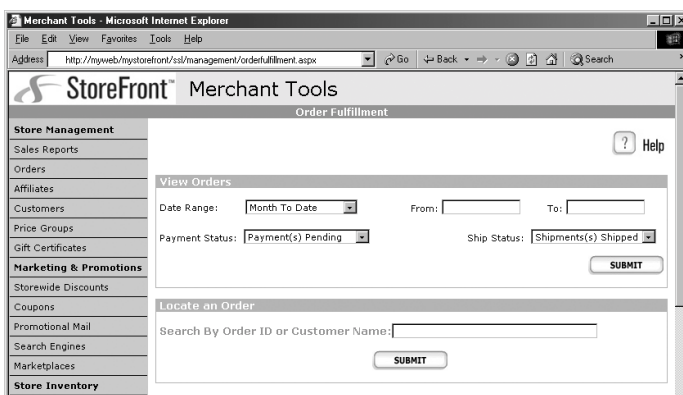


10. Click **Print** to print the packing slip.

TRACKING SHIPMENTS

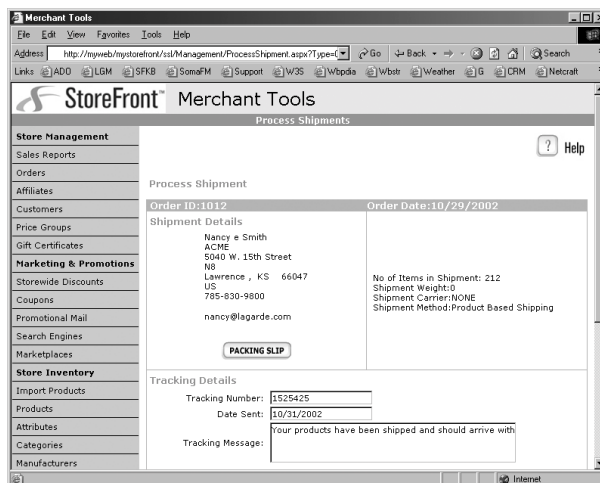
If you shipped a customer's order through a carrier that provides online tracking tools, then you can enter the order's tracking number into your store's Order Management tools. This will make it possible for the customer to track their order by logging into their account at [custsignin.aspx](#) when they next return to your store. Note that the tracking feature will only work in web stores configured to use Carrier Based Rates (see page 136)

1. Use a browser to open your store's **Merchant Tools**.
2. In the navigation menu to the left, click **Order Management**.



3. From the **Date Range** menu, you must select the interval from which you'd like to view orders: Day, Week to Date, Month to Date, or Year to Date. You can also choose "Enter a Date Range" to view orders from another interval. If you choose this option, enter the date range in the From and To fields to the right.
4. To view only orders with a Payment Status of Pending, choose Payments Pending from the **Payment Status** menu.
5. To view only orders with a Shipment Status of Pending, choose Shipment Pending from the **Shipment Status** menu.
6. Click **Submit**.
7. If you're looking for a single order, or orders by a single customer, enter the order's Order ID or the customer's first and/or last name in the fields provided in the bottom half of the page, then click the **Submit** button below these fields.
8. Locate the order you'd like to enter tracking information for and click its **View** button.

- Click the  icon.



- Enter the order's tracking information in the fields provided. To display an additional message to the customer who placed the order, enter the message text in the **Message** field.
- Click **Save**. You can now track the order by clicking the  button under the Shipments section of the page. The customer the order was shipped to can also track the order by logging in to their account at your store's custsignin.aspx page.

Managing Customers

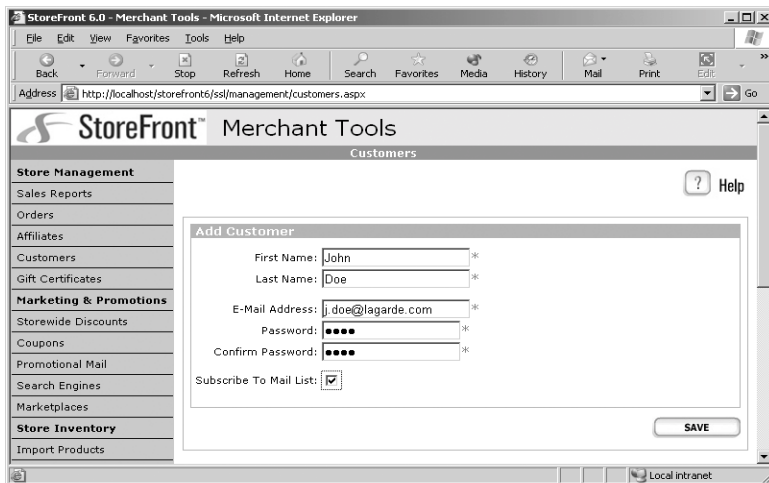
Whenever a customer creates an account in your store or places an order, their contact and shipping information will be saved to your store's database and can be retrieved using the Customer Management tools. You can also manually add customer accounts to the store or delete an existing account entirely. The Customer Management tools also provide convenient access to a customer's entire order history with a single mouse-click.

ADDING CUSTOMERS

Customer accounts are usually created when a customer either completes an order in your web store or creates an account through the custsignin.aspx page. However, you can also add customer records manually by using the Customer Management tools.

- Use a browser to open your store's **Merchant Tools**.
- In the left navigation menu, click **Customers**.

3. Click **Add Customers**.



4. Using the fields provided, enter the customer's name and e-mail address, then assign a password to the customer.
5. To place the customer on your store's mailing list, choose **Subscribe to Mailing List**. If this option is left unchecked, the customer will not be subscribed to the store's mailing list and will not receive Promotional Mailings.
6. Click **Save** to add the new customer to your store's database.

EDITING AND DELETING CUSTOMERS

You can use the Customer Management modify any customer's saved account information. Any customer can also be deleted. Deleting a customer will remove them from your store's mailing list; however, any orders the customer has placed will be retained.

1. Use a browser to open your store's **Merchant Tools**.
2. In the navigation menu to the left, click **Customers**.

To delete a customer: click the **Delete** button to the right of the customer's name.

To edit a customer: click the **Edit** button to the right of the customer's name. Make any changes you like, then click **Save**.

Note: although you can change a customer's password, you can not view their existing password.

Using the Accounting Plus Tools

If you've purchased the Accounting Plus add-on, your store's Merchant Tools will also contain a QuickBooks menu option. Clicking the QuickBooks option will allow you to access an assortment of tools which can be used to extract information from your web store's database and save it to interchange (.iif) files which can be imported into your QuickBooks accounting software. You can create Customer, Invoice, and Sales Receipt files. The following sections describe how to use and configure the Accounting Plus tools, starting with the Quickstart Guide, which tells how you can begin extracting and downloading interchange files as quickly as possible.

Adding the Accounting Plus Tools to a Store

When you create a new web store after installing Accounting Plus, the Accounting Plus tools will automatically be added to the store. You can use the Import Quickbooks option to add the Accounting Plus tools to an existing web store. Read the instructions below for more information.

1. Open your web store using Dreamweaver or FrontPage. If you are using Shared SSL in a physically separate location, open the secure location.
2. Click the **StoreFront 6.0** menu and select **Import Quickbooks**.
3. A "QuickBooks" folder will now be created under your store's "Management" folder, containing the Accounting Plus tools. A new QuickBooks option will also be added to the left navigation menu of your Merchant Tools to allow you to access the Accounting Plus tools.
4. Click the **StoreFront 6.0** menu and select **Compile Components**. You must compile your store's components before you can use the Accounting Plus tools. **Note:** if your store uses Shared SSL (see page 187), after compilation you must copy the StoreFront.DLL from the site's root/Bin folder to the second copy of Bin under the SSL folder, overwriting the copy which resides there.

QUICKSTART GUIDE

This brief QuickStart Guide provides a summary of the minimum necessary steps that you must follow to begin using the Accounting Plus tools. You should still refer to the rest of the sections pertaining to the Accounting Plus tools and the online help for the Merchant Tools for more detailed configuration information.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **QuickBooks**.
3. Click **Extract Orders**. In the **Start** field, enter the Order ID of the first order record you wish to extract. In the **End** field, enter the last Order ID. To extract a single order record, enter its Order ID in both fields. Click **Submit** to extract the file.

- Click **Create**, then click the link which represents the type of information you wish to download and import: Invoices, Sales Receipts, or Customer Files.

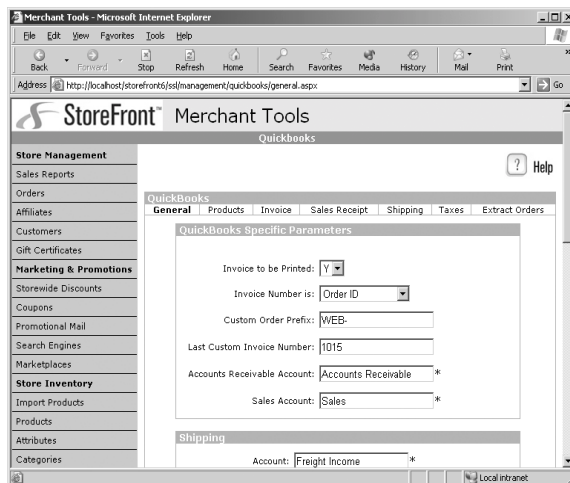
Note: You can create an Invoice or a Sales Receipt for each order record, but not both. When choosing Invoices or Sales Receipts, we recommend the use of Sales Receipts; this record type is most suitable for e-business records.

- Under the **Download** heading, click the appropriate link(s) to download the file(s) you created in the previous step. Save each file to your Desktop or another location where it is easily accessible.
- Open QuickBooks. Click **File** and select **Utilities**, then **Import**. Browse to the location of the file you wish to import, then select it and click **Import**. Do this for each file you downloaded. This will import the information contained in the files into QuickBooks.

INITIAL CONFIGURATION TASKS

The Accounting Plus tools contain several configurable options which you may wish to set before you begin to extract and download Customer files, Sales Receipts, and Invoices. None of these options are required, but you may find them useful.

- Open your web store's Merchant Tools in a browser.
- In the left navigation menu, click **QuickBooks**.
- Click **Configuration**.



4. The QuickBooks Specific Parameters section allows you to control miscellaneous configuration settings that affect the output of the Accounting Plus tools and the way in which this output is interpreted by QuickBooks. Configure these options according to the descriptions below.

Invoice to be printed: set this option to **Yes** if you want QuickBooks to automatically print the Invoices that are generated using the QuickBooks tools.

Invoice number is: allows you to choose the value that will be used by QuickBooks as the Invoice Number. The default is Order ID. This will cause QuickBooks to use each order's StoreFront Order ID for the Invoice Number. If you wish to define your own Invoice Numbers, choose Custom Order ID.

Custom Invoice Prefix: you can enter a short combination of characters that will prefix each Invoice Number when Custom Order ID is the option selected under Invoice number is. For example, you may wish to prefix each Invoice Number with "WEB-" to identify it as an online order.

Last Custom Invoice Number: if you selected Custom Order ID under Invoice Number Is, enter the starting point for your Invoice Numbers in this field. Otherwise, leave this field blank.

Shipping, Handling, Discounts, Payments Account, Bank Account: these are all QuickBooks Account names. The values entered in these fields should correspond to your existing QuickBooks accounts.

5. Click **Save** to save your configuration.

USING QUICKBOOKS CONVERSION TABLES

The Accounting Plus tools contain conversion tables that take items from StoreFront order records—like shipping costs; state, local and country tax; and product IDs—and allow you to associate them with any of your existing QuickBooks accounts. For example, StoreFront's Carrier Based Rates support shipping methods from several different providers, such as UPS, USPS, CanadaPost, and FedEx. By configuring the Shipping Conversion Table, you can cause the shipping costs from each shipping provider to be automatically associated with a different QuickBooks account. Tax can be handled in a similar way: any Local, State, or Country tax rate can be broken down into as many as five component parts such as Use Tax, Sales Tax, and so forth.

There are three Conversion Tables:

- Shipping
- Tax Codes
- Products

Continue reading to learn more about each one.

CONFIGURING THE TAX CODE CONVERSION TABLE

The Tax Codes Conversion Table allows you to break the Local Tax, State Tax, and Country Tax fees applied by StoreFront into their component parts. I.e., a 6.72% “state tax” may be composed of a 2% Use Tax, a 3% Sales Tax, a 1% County Tax, and so on. The total 6.72% tax will be charged for an order when it is placed in your web store, and then broken down by a corresponding tax entry in the Tax Conversion Table. These costs will then be associated with the appropriate QuickBooks account. Read the instructions below to learn more about using the Tax Codes Conversion Table.

1. Open your web store’s **Merchant Tools** in a browser.
2. In the left navigation menu, click **QuickBooks**.
3. Click **Taxes**.

The screenshot shows the 'Merchant Tools - Microsoft Internet Explorer' window. The address bar shows 'http://localhost:storefront/sd/management/quickbooks/taxcode.aspx'. The left navigation menu includes 'Store Management', 'Marketing & Promotions', and 'Store Inventory'. The 'QuickBooks' section is selected, and the 'Taxes' tab is active. The 'Editing State Tax Table' form is displayed, showing a table with the following data:

Seq	State	Taxable	Group	Tax Name	Rate	Delete
001	Out of State	No	No	none	0	☐
002	MI	Yes	Yes	Group Tax	8.25	☐

Below the table, there are input fields for 'Tax Name', 'Tax Agency', 'Rate', and 'Account'. The 'Tax Name' field contains 'tax1', 'Tax Agency' contains 'Tax Agency 1', 'Rate' contains '6.25', and 'Account' contains 'Sales Tax Payable'. There is also a 'Tax Agency 2' field with 'Tax Agency 2' and a 'Rate' field with '2.00' and 'Account' field with 'Sales Tax Payable'.

4. To add a new tax setting, click on the **Add New** button. This will open a new set of input fields for the entry of tax information.
5. In the **State** column, enter the 2 or 3 letter state or country abbreviation of the locale that the new tax will be applied to.
6. To make a Tax active, select **Yes** in the Taxable column.
7. If the new tax will contain more than one rate (such as in the example described in this page's introductory paragraph) select **Yes** in the Group column and enter a collective name for the tax rates in the **Group Tax Name** field. For example, “Kansas State Taxes.” Otherwise, select **No** and leave the Group Tax Name blank.

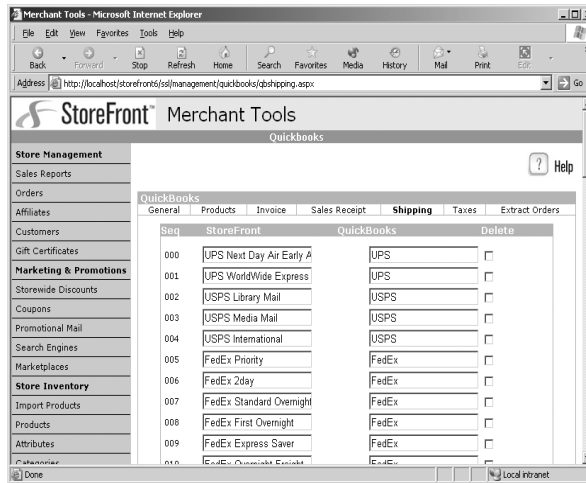
8. If the tax you are setting is a Group Tax rate, enter the aggregate rate of all the Group's individual tax rates in the **Rate** field immediately to the right of the Group Tax Name. For example, a Group Tax that is comprised of a 3.2% Use Tax, a 1.25% Sales Tax, and a 1.0% City Tax will have an aggregate rate of 5.45% ($3.2 + 1 + 1.25 = 5.45$). If the tax you are creating is not a Group Tax and contains only a single rate, then leave this field blank. The single rate will be entered in the inputs below these fields.
9. Enter up to five different taxes in the fields provided, specifying the Tax Name, Tax Agency, Rate, and the QuickBooks Account that the tax will be associated with.
10. Click **Save**.

Note: the tax rates you create in the Tax Code Conversion Table must exactly equal the original StoreFront tax rates. If a state has a 6.25% tax setting in StoreFront, then the Accounting Plus aggregate tax rate for that state—whether it is a single tax or a Group Tax—must be exactly equal. Errors will result in QuickBooks if this is not so.

CONFIGURING THE SHIPPING CONVERSION TABLE

Shipping costs for orders placed in StoreFront web stores are calculated through a variety of methods, each of which has a unique name or shipping method code. The Shipping Conversion Table allows you to associate fees from shipping methods such as UPS Standard Ground, FedEx Ground, USPS Next Day Air and others with one or more QuickBooks accounts. Read the instructions below to learn more.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **QuickBooks**.
3. Click **Shipping**.

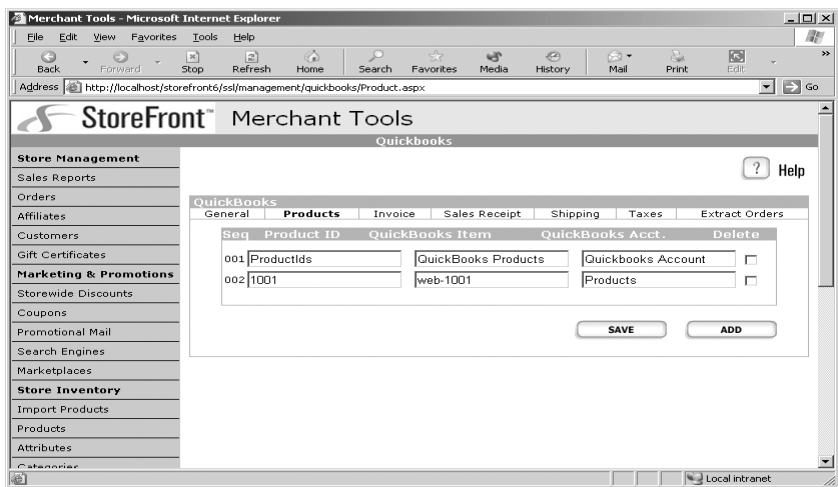


4. Click **Add** to add a shipping method to the Shipping Conversion Table.
5. In the fields under the **StoreFront** column, enter the name of each shipping method your web store uses. These must be entered exactly as they appear in your StoreFront web store.
6. In the fields under the **QuickBooks** column, enter the name of the QuickBooks account that the costs incurred by each shipping method should be associated with.
7. To add another shipping method, click **Add** and repeat the previous steps.
8. Click **Save** to save these settings.

CONFIGURING THE PRODUCTS CONVERSION TABLE

The Products Conversion Table allows you to associate the product items in your web store with QuickBooks items and accounts. When a customer's order is extracted from your store's database and then imported into QuickBooks, the items in the order that are listed in the Products Conversion Table will be noted and the appropriate item and account in QuickBooks will be updated. Read the instructions below to learn more.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **QuickBooks**.
3. Click **Products**.



4. Click **Add** to add an item to the Products Conversion Table.
5. In the **Product ID** column, enter the Product Code of the item you wish to add to the Table. In the **QuickBooks Item** column, enter the name of a corresponding QuickBooks item. In the **QuickBooks Account** column, enter the name of the QuickBooks account that the item is associated with.
6. Click **Save** to save your settings.

SALES RECEIPT AND INVOICE FORMATTING

The Invoice and Sales Receipt interfaces allow you to control what information appears on the sales receipts and invoices that are generated using the Accounting Plus tools. Read the instructions below for more information.

1. Open your web store's **Merchant Tools** in a browser.
2. In the left navigation menu, click **QuickBooks**.
3. Click **Sales Receipt** or **Invoice**.



4. The menu that opens lists all the items that can be listed on a Sales Receipt/ Invoice extracted from a StoreFront database. The items are listed in the order in which they appear on the receipt.
5. To remove an item from the Sales Receipt, select **No** under the column labeled **Active**. Otherwise, choose **Yes** in this column to display an item.
6. You can also set some items to be displayed normally, but to be omitted if the item would display as a blank entry. To do this, choose **Yes** under the Active column and choose **Yes** under the **Skip When Empty** column.
7. Click **Save** to save your settings.

Appendix A: StoreFront Application Files



Appendix A: StoreFront Application Files

The StoreFront application files are the ASP.NET pages which reside in each one of your web stores. These are the pages that customers will interact with as they browse your inventory and order product items. The following is the complete list of the StoreFront application files as they would be placed in a StoreFront web store.

Note: each .aspx page is associated with a .aspx.vb codebehind page. The .aspx page contains the HTML which controls the page's appearance. The .aspx.vb codebehind contains the application logic for its .aspx counterpart. The .aspx pages are the pages which your store's customers will interact with the most, so only they are listed here.

Note: all these files will be present in an SE web store, but not all will be utilized. However, the presence of every file is required. Do not delete an unused file from your store or else errors may occur.

FILES IN THE ROOT FOLDER

AddProductPopUp.aspx: when a user adds an item to his or her cart, this page will open in a popup window to confirm the purchase.

AffiliateAccount.aspx: after an Affiliate Partner has logged in to your store through affsignin.aspx (see below) they can use this page to view their basic saved account information.

AffiliateCommissions.aspx: logged-in Affiliate Partners can use this page to view their current earnings, referred sales, terms, and commission rate.

AffiliateLinks.aspx: logged-in Affiliate Partners can use this page to view the URLs from which they've referred customers to your site.

AffiliateRegister.aspx: new Affiliate Partners will be asked to supply a variety of information about themselves. This page will be used to collect a large part of this information.

AffSignIn.aspx: this is the store's main Affiliate Partner sign in page. Existing Affiliate Partners can sign in here to view their account information. Interested web masters and web store owners can also sign up for your store's Affiliate Program through this page.

AssemblyInfo.vb: this is a file of base classes designed to assist in the versioning of the web store's StoreFront.dll.

ConfirmationEmails.vb: this file contains a collection of base classes used in the generation of the confirmation emails sent when a user places an order in your web store.

CEmail.vb: contains a variety of subprocedures and base classes used by mail related functions, such as the E-mail a Friend function.

CProductDetailBase.vb: this file is composed of a collection of base classes used by detail.aspx in the process of displaying product information.

CSearchResultBase.vb: this file contains a collection of base classes used by the search engines in the process of displaying results.

CShoppingCartControlBase.vb: this file contains a collection of base classes used by the Shopping Cart Control which appears on StoreFront pages throughout your site.

CustAddressBook.aspx: the address book from which customers pick the addresses they would like to ship their orders to.

CustChangeEmail.aspx: this page forms the interface which allows customers to change their mail subscription status in the web store.

CustEdit.aspx: this page forms the interface which allows customers to modify their general account information, including Name, E-mail, Password, and mailing list subscription status.

CustForgotPassword.aspx: this page allows customers who have forgotten their passwords to have the passwords e-mailed to them.

CustProfileMain.aspx: when a customer signs into your web store, this will be the page they arrive at first. From this location, the customer will be able to edit his or her profile, view order status and history, access the Saved Cart, and manage entries in their address book.

CustSignIn.aspx: this page allows new customers to sign up for an account in your web store and allows existing customers to login.

CustUnsubscribe.aspx: when a customer changes their mail subscription status through the interface provided by CustChangeEmail.aspx, the change will be processed by this page and the results will be displayed to the customer here as well.

CWebControl.vb: this file contains a library of base classes utilized by the web and server controls found in the CommonControls and Controls folders.

CWebError.vb: this file contains a library of base classes used to facilitate error handling in the web store.

CWebPage.vb: this file contains a collection of base classes utilized by the codebehind pages in the root folder.

Detail.aspx: this page outputs detailed information about a single product item.

Download.aspx: when customers order downloadable merchandise, the retrieval and distribution of the merchandise will be handled by this page.

EmailAFriend.aspx: this page will allow a user to e-mail detailed information about a product item in your inventory to a friend or acquaintance.

EmailWishList.aspx: this page will allow a customer to e-mail a copy of their Wish List to a friend or acquaintance.

General.js: contains javascript validation functions for various files in the root folder of the web.

GiftWrap.aspx: when Gift-wrapping is enabled, customers will use the interface provided by this page to select which items will be gift-wrapped.

Global.asax: when a user enters your web store and begins a shopping session, global.asax will execute and perform an assortment of startup tasks.

Inventory.aspx: in web stores where Inventory Tracking has been enabled for product items, inventory.aspx will assist in inventory tracking functions.

InventoryMessage.aspx: when Inventory Tracking is enabled for an item, InventoryMessage.aspx displays inventory status messages to customers.

Oanda.aspx: when OANDA currency conversion is enabled in a web store, this page provides the interface which allows customers to choose the currency type which they'd like to see prices displayed in.

Oanda.js: this file contains a collection of javascript functions used by the OANDA currency conversion function.

OrderDetail.aspx: when customers view their order history using OrderHistory.aspx, this page can be accessed to display a detailed description of a past order.

OrderHistory.aspx: this page allows returning customers to view a list of the orders they have placed in your site previously.

OrderTracking.aspx: customers who have placed orders in your site can use this page to view tracking information for those orders.

ReloadXML.aspx: this page assists in the reconstruction of the web store's XML data file. This file resides in the server's memory and is rebuilt when changes to the store's configuration or inventory information require that the information it contains be updated.

SavedCart.aspx: this page forms the interface which allows customers to view or to add items to their Saved Cart.

Search.aspx: this page forms the StoreFront Search Engine and Advanced Search Engine which allow your customers to search your web store's inventory.

SearchResult.aspx: this page displays the results of inventory searches initiated at search.aspx.

ShoppingCart.aspx: when customers are ready to checkout, they will begin at this page. ShoppingCart.aspx will display the contents of a customer's cart and allow the customer to modify the cart contents before beginning the checkout process.

Styles.css: this is a cascading style sheet which contains design parameters that control the appearance of StoreFront pages in your web store.

Web.config: web.config stores a variety of global configuration settings for the StoreFront web store.

FILES IN THE ROOT/BIN FOLDER

BusinessRule.dll: this is the StoreFront 6.0 Business Rules object. Business Rules is a collection of business classes used to perform logical processing tasks directly related to the shopping process, such as creating and maintaining a customer's cart, calculating costs, and processing orders.

UITools.dll: this object is a library of server controls that a user can reference from their layer-one pages to display commonly used elements on these pages, such as a running order total or order summary.

DataAccess.dll: a library of classes used to retrieve information from the web store's SQL Server or Access database.

StoreFrontSecurity.dll: this file encrypts credit card numbers gathered during the checkout process.

SystemBase.dll: this is the StoreFront System Base object. The System Base object is responsible for creating, maintaining, and accessing the site's XML data file. This is an XML document that is created in each web store, containing frequently-accessed data such as inventory records and page design parameters. This file is loaded into the server's memory using the ASP.NET cache object and increases the efficiency of the application by reducing the need for resource-intensive trips to the database.

StoreFront.dll: this object is the compiled form of the web's codebehind pages.

FILES IN THE ROOT/COMMONCONTROLS FOLDER

The CommonControls folder contains an assortment of server controls that are displayed on all the default StoreFront 6.0 pages and any pages you create using the StoreFront 6.0 product page template. These controls compose shared elements such as navigation menus, banners, and so on.

FILES IN THE ROOT/CONTROLS FOLDER

The files in the Controls folder are a collection of controls that are output on certain pages in your web store to display specialized content, such as a search field or the inventory count for a product item.

FILES IN THE ROOT/DB FOLDER

SF6.mdb: in a StoreFront web store that uses an Access database, this is the database file.

FILES IN THE ROOT/SSL FOLDER

Billing.aspx: this page is displayed during the checkout process and allows a customer to select the entry from their address book which will be submitted as the billing address for their order.

Confirm.aspx: this is the final page displayed to customers upon the completion of an order. If the customer's order is successful, this page will display a confirmation message and order summary. If the customer's order was denied (due to invalid credit card information, for example) the error message or response from the payment processing service will be displayed here.

CustAddressBook.aspx: this page allows customers to view the addresses stored in their address book and add, delete, or modify addresses.

CustSignInCheckout.aspx: second page in checkout process. Allows previous customers to sign in to their account, or allows existing customers to create a new account.

CWebError.vb: this file contains a library of base classes used to facilitate error handling in the web store.

CWebPage.vb: this file contains a collection of base classes utilized by the codebehind pages in the root folder of the web store.

Global.asax: as soon as a customer views a page in a StoreFront 6.0 web store, global.asax will execute and perform a variety of startup functions.

MultiShip.aspx: if a customer chooses to ship the contents of an order to multiple addresses, multiship.aspx will provide the interface that will allow the customer to divide the items in the order up.

Oanda.aspx: if a customer wants to convert the prices in a web to a different currency, this page will load when they click the Convert link and will allow them to choose a currency in which to convert prices.

Oanda.js: this file contains an assortment of JavaScript functions utilized by OANDA.aspx.

Payment.aspx: this page forms the interface which is used to collect billing information appropriate for the payment method each customer chose. For example, if a customer chose to pay for his or her order using a credit card, this page would display a form to collect the credit card number, expiration date, and other required information.

ReloadXML.aspx: if a customer chooses to ship the contents of their order to only one recipient, this is the page that will be loaded to allow them to select that recipient.

Shipping.aspx: this page allows the customer to choose the address(es) to which they would like their order shipped.

ShipSummary.aspx: after a customer has selected the address(es) to which they would like their order shipped, a summary of the shipping plan for the order will be displayed on this page.

Styles.css: cascading style sheet which provides formatting and design rules for StoreFront pages.

Web.config: web.config stores a variety of global configuration settings for the StoreFront web store.

FILES IN THE ROOT/SSL/COMMONCONTROLS FOLDER

The CommonControls folder contains an assortment of server controls that are displayed on all the default StoreFront 6.0 pages in the SSL folder. These controls compose shared elements such as navigation menus, banners, and so on.

FILES IN THE ROOT/SSL FOLDER

The files in the Controls folder are a collection of controls that are output on certain pages in your web store to display specialized content, such as an order summary, shipping options, or gift certificate options.

FILES IN THE ROOT/SSL/MANAGEMENT FOLDER

The management folder contains your store's Merchant Tools—the browser-based management tools which can be used to conduct the tasks that will be required for the day-to-day management of your store.

Appendix B: Using the HTML E-mail Design Tools



Appendix B: Using the HTML E-mail Design Tools

When you choose to design an HTML E-mail template, a set of design tools will load to assist you. These tools will take the form of a toolbar, which loads across the top of the e-mail template design area. To view a description of the purpose of any icon on the toolbar, hold your mouse pointer over it. Most of the icons, such as Bold, Subscript, Superscript, Bulleted List, Numbered List, and other text formatting tools, will be familiar to you if you've ever used a word processing program such as Microsoft Word or Microsoft Works. However, tools like Create Table, External Link, Insert StoreFront Data Elements and Insert/Update Image may need further explanation. See the following sections for more information.

Note: if you're using Netscape or a version of Internet Explorer older than 5.0, you won't be able to use these tools. Instead, you'll have to enter your HTML manually.

INSERTING DYNAMIC STOREFRONT DATA ELEMENTS

You can add dynamic data tags to the emails sent by your store's E-Mail a Friend, Saved Cart, Promotional Mailer, and Confirmation emails, and to the Confirmation Message that's displayed after a customer adds an item to their cart. Each dynamic data tag is basically a generic placeholder representing a specific piece of information. When the email or message containing the data tag is actually sent or displayed, the placeholder will be replaced by the information it represents. For example, suppose you add the dynamic data tag [ProductName] to the E-Mail a Friend email template, representing the name of the product item being e-mailed. A customer visits your store and uses the E-Mail a Friend tool to send an email to someone they know about an item in your inventory called "The Amazing Widget." In the e-mail, the [ProductName] tag will be replaced by the actual name of the item, "The Amazing Widget."

Only certain dynamic data tags are available for each email template and in the Confirmation Message. To use a dynamic data tag, simply select the tag from the **Dynamic Data** menu, type the tag where you would like it displayed, or, if you are using the HTML E-Mail Design Tools to design an e-mail template, click the  icon and choose the desired data element.

CREATE A TABLE

You can use the Create Table tool to design one or more tables for use in HTML E-mail templates, or in HTML E-mails sent using the Promotional Mailer. Tables are typically used to control the placement of text and images in documents, e-mails, or on web pages. Read the instructions below for more information.

1. Place your cursor at the point where you'd like to insert a table.
2. Click the **Create Table** icon.

3. Enter the number of rows and columns you want your table to have in the **Rows and Columns** fields.
4. Use the **Width** and **Height** fields to control the overall size of the table. Use the **Alignment** option to control the relative position of the table.
5. If you want to fill the table with a solid background color, enter the name of that color in the **Background Color** field, or click the **Pick** button next to the field to choose a color.
6. If you like, you can choose an image to act as the background for the table. To use this option, enter the path to the image in the **Background Image URL** field (the Background Image URL should be entered as a relative path; i.e. "images/filename.jpg").
7. To increase the amount of space horizontally between the contents of table cells, enter a number greater than 0 in the **Cell Spacing** field. To increase the vertical spacing, enter a number greater than 0 in the **Cell Padding** field.
8. Click **OK** to create the table.

CREATE A LINK

You can use the External Link tool to hyperlink text or an image to another web site, a news group, an FTP site, or to create an e-mail link. Read the instructions below for more information.

1. Use your cursor to select the text or image that you wish to hyperlink.
2. Click the **External Hyperlink** icon.
3. Select the protocol or link prefix that matches the resource you want to link to.
Use **http://** if you want to link to another web page.
Use **https://** if you want to link to another web page in a secure location.
Use **mailto:** if you want to create an e-mail link.
Use **news://** if you want to link to a newsgroup.
Use **ftp://** if you want to link to an FTP site.
4. Enter the URL of the resource you want to link to in the field to the right of the link prefix. If you chose **mailto:**, enter an e-mail address in this field.
5. If you are hyperlinking an image, use the Image Border setting to control the size of the border surrounding the image. Setting the Image Border to 0 will result in no visible border.

6. Use the **Target** setting to control where the resource referenced by the hyperlink will be loaded. If you choose **self**, the hyperlinked resource (if it is a page) will be loaded in the same browser window as the link was clicked in. If you choose **blank**, the hyperlinked page will be loaded in a new browser window.

Note: if you are creating an e-mail link, you won't need to select a Target.

7. Click **Insert** to hyperlink the selected text or image.
8. You can remove a hyperlink by selecting it with your cursor, then clicking the **Unlink** icon.

INSERT AN IMAGE

The Insert/Update Image tool can be used to add an image to a promotional e-mail or e-mail template, to delete an image from your site, or to upload a new image file from your hard drive. Read the instructions below to learn more.

1. Place your cursor at the point where you'd like to insert the image.
2. Click the **Insert/Update Image** icon.
3. Select the image you want to use from the list by clicking the select link to the right of its name. You can view lists of images in different locations in your site by changing the folder selected in the Select folder: drop-down menu. If the image you want to use isn't in the site, upload it by following these instructions.
4. If you want to display a brief message when someone places their mouse cursor over the image, enter that message in the **Alternate text** field. Most web designers use the Alternate text as a way to display a caption or title for each image.
5. Use the options under Alignment to control how the image is positioned on the page. When choosing the alignment for an image, always keep in mind that it may be affected by the alignment attributes of other elements; that is, if it is placed within a table cell, the alignment setting for the table cell may override the alignment setting you choose when adding the image.
6. If you want to change the size of the image as it is displayed on the page, enter appropriate values in the **Width** and **Height** fields. If you choose to use these options, make sure that the values you enter are proportional to the image's original size. If the values you enter are disproportionate, your image may appear to be stretched or compressed vertically or horizontally.
7. To pad the image vertically or horizontally with spacing, enter values in the **Horizontal Spacing** and **Vertical Spacing** fields. Larger numbers will create larger amounts of space.
8. Click **Insert** to add the image to the e-mail.

Appendix C: Server Configuration Requirements



Appendix C: Server Configuration Requirements

Server requirements were discussed briefly on page 27. Here you can find a more detailed guide to server configuration. Unless noted otherwise, the requirements described here apply only to StoreFront web stores hosted on publicly accessible servers – you don't need to worry about them if your site's being developed on your local machine.

BASIC SERVER REQUIREMENTS

Each server must meet the following requirements:

- Microsoft Data Access Components 2.6; Microsoft Data Access Components 2.7 is recommended.

- Internet Information Services (IIS) version 5.0 or later

- Compatible E-mail Component (see 3rd Party Software Requirements)

- SMTP Service

- SSL Security

3RD PARTY SOFTWARE SERVER REQUIREMENTS

Some features of StoreFront require the presence of additional 3rd party software on the server in order to function correctly. Every server must have at least one StoreFront-supported mail component installed. The following mail components are supported by StoreFront 6.0:

- ABMail:** ABMail is no longer officially in distribution, however, support for this component has been maintained to ensure backwards compatibility.

- ASPEmail:** ASPEmail is a free mail component distributed by Persits Software, Inc.

- ASPMail:** ASPMail is distributed by serverObjects, Inc..

- CDONTS:** CDONTS is installed as a part of the optional SMTP service distributed with IIS 4.0 and 5.0.

- CDOSYS:** CDOSYS is installed as a part of the optional SMTP service distributed with IIS 5.1 and later.

- JMail:** JMail is distributed by Dimac.

- SimpleMail 3.0:** SimpleMail 3.0 is distributed by Adiscon.

- ASPQMail:** ASPQMail is distributed by serverObjects, Inc.

- CDONTS/CDOSYS:** the .NET Framework contains a class that can be used to build and send emails. This functionality is available on any server where the .NET Framework has been installed.

Some of the payment processing services which are integrated with StoreFront require the installation of additional software on the server; these are listed below. All of the components for these processors can be downloaded from <http://partners.storefront.net/storefront/technical/downloads.htm>

LinkPoint

PSIGate

SecurePay

FirePay

VeriSign

Some of the shipping carriers which StoreFront has integrated with to obtain realtime rate calculations also require the installation of additional software on the server. At this time, only FreightQuote falls into this category. The FreightQuote component can be downloaded from <http://partners.storefront.net/storefront/technical/downloads.htm>.

PERMISSIONS CONFIGURATION

The correct configuration of a StoreFront web store's permissions settings is vital to the web store's operation. The essential permissions which must be configured for a StoreFront web store are as follows:

Entire Web: the server's ASPNET user account must be given Read, Write, and Delete permissions on the entire web store. This is a requirement for both locally and remotely hosted web stores.

DB Folder (Access database web stores only): the IUSR account must be given Modify permissions on the sf6.mdb file in the store's db folder. All IIS permissions should also be removed from the db folder and Execute Permissions should be set to None.

Management Folder: access to this folder should be restricted to allow only the web store owner and other authorized users to gain access. The IIS authentication method used to secure the folder should be basic authentication.

Note: checking basic authentication is not enough to secure a store's Management folder. Other steps, such as unchecking Allow anonymous access, will also be necessary.

ReloadXML.aspx (version 6.1.2.3+ web stores only): the ReloadXML.aspx files that reside in the store's root and SSL folders should be secured using basic authentication to allow only the web store owner and other authorized users to access them.

CompileSite.aspx (version 6.1.2.3+ web stores only): the CompileSite.aspx file that resides in the store's root folder should be secured using basic authentication to allow only the web store owner and other authorized users to access it.

MACHINE.CONFIG SETTINGS

The server's machine.config file should be modified to enable each web to display its own error messages. To do this:

1. Locate the server's machine.config file. One file will exist for each version of .NET Framework the server has installed. Typically, the path to the file will be C:\WINNT\Microsoft.NET\Framework\v1.0.3705\CONFIG
2. Open the file using Notepad or a similar text editor.
3. Locate the following line of code:

```
<customErrors mode="RemoteOnly"/>
```

Change it as follows, then save the changes.

```
<customErrors mode="Off"/>
```


Appendix D: StoreFront Styles.css Style Definitions



Appendix D: StoreFront Styles.css Style Definitions

All of the StoreFront pages and pages created using the StoreFront Product Page Template in your web store draw their design parameters from the *styles.css* style sheets in the web store's root folder and "ssl" folder. The contents of this style sheet are normally modified by changing the settings in the General Design tools. However, if you prefer, you can forgo the use of the General Design tools and modify *styles.css* directly using FrontPage, Dreamweaver, or a text editor like Notepad. To assist those users who prefer this approach, each of the selectors contained in *styles.css* is listed below, along with the portion of the design template it affects.

Note: any modifications you make to the stylesheet will be overwritten and lost if you alter your site's design using the Advanced Design or Simple Design interfaces of the General Design Tools.

The following *styles.css* selectors are associated with **General** (see page 49):

.GeneralPage

.GeneralTable

The following *styles.css* selectors are associated with **Top Banner** (see page 54):

.TopBanner

The following *styles.css* selectors are associated with **Top Bar** (see page 55):

.TopSubBanner

The following *styles.css* selectors are associated with **Left Column** (see page 52):

.LeftColumn

The following *styles.css* selectors are associated with **Right Column** (see page 53):

.RightColumn

The following *styles.css* selectors are associated with **Bottom Bar** (see page 46):

.Footer

The following *styles.css* selectors are associated with **Instructions** (see page 51):

.Instructions

The following *styles.css* selectors are associated with **Messages** (see page 53):

.Messages

The following *styles.css* selectors are associated with **Errors** (see page 49):

.ErrorMessage

The following *styles.css* selectors are associated with **Content** (see page 47):

.Content

The following *styles.css* selectors are associated with **Tables** (see page 48):

.ContentTable

.ContentTableHeader

.ContentTableHorizontal

The following *styles.css* selectors are associated with **Headings** (see page 50):

.Headings

Appendix E: Registering Your Store



Appendix E: Registering Your Store

Every StoreFront web store on a publicly accessible domain name or IP must be registered with LaGarde before it can be opened for business. Stores can be registered using the Activate Store tools that are accessed from the StoreFront 6.0 menu of FrontPage or Dreamweaver. These tools can also be used to update a registration entry for a web store (in the event that the store is moved to a new server) or to check on the number of store licenses that you own. Read the following sections for more information.

Note: to see tutorials that demonstrate how to create a new registration, or how to update an existing registration, click the “Tutorials” link at <http://support.storefront.net>

REGISTERING A NEW STORE

Before a web store can be accessed by the public, it must be registered with LaGarde by using the Activate Store tools. Read the instructions below to learn more.

1. Open FrontPage or Dreamweaver.
2. Click on the **StoreFront 6.0** menu and choose **Activate Store**.
3. Select **New Site Registration**.
5. Enter the current URL to your web store in the **Web Site** field.
6. In the **E-Mail Address** and **Password** fields, enter the e-mail address and password under which you registered your copy of StoreFront 6.0 with LaGarde.
7. Click **Activate Store**. Your store should now be registered and activated.

UPDATING A REGISTRATION

If you change your store's domain name, you'll also need to update the store's registration records with LaGarde. Read the instructions below to learn how to do this.

1. Open FrontPage or Dreamweaver.
2. Click on the **StoreFront 6.0** menu and select **Activate Store**.
3. Select **Update Site Registration**.
4. In the **Web Site** field, enter the current URL to your web store.
5. In the **E-Mail Address** and **Password** fields, enter the e-mail address and password under which you registered your copy of StoreFront 6.0 with LaGarde.
6. Enter the previous domain name used by the store in the **Previous Site** field. Be sure to enter the complete domain name including `http://`.
7. Click **Activate Store**.

CHECKING YOUR REGISTRATION STATUS

You can also use the Activate Store tools to query LaGarde's registration database to see how many store licenses you have available. If you discover that you don't have an available license to open a StoreFront web store, you can always purchase more. Read the instructions below for more information.

1. Open FrontPage or Dreamweaver.
2. Click **StoreFront 6.0** and select **Activate Store**.
3. In the **E-Mail Address** and **Password** fields, enter the e-mail address and password under which you registered your copy of StoreFront 6.0 with LaGarde.
4. Click **Submit** to see how many licenses you have available. Additional licenses can be purchased at <http://www.storefront.net>

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